



# Alabama Tourism Department CARES Act Campaign Summary February 2021





KAY IVEY  
GOVERNOR

## Alabama Tourism Department

LEE SENTELL  
DIRECTOR

### Report to the Alabama Legislature

To say 2020 was a difficult year in the hospitality business would be an understatement. Around the world, COVID resulted in precipitous restricted and reduced travel.

The Alabama Tourism Department acted immediately when COVID hit with increased communications with the tourism industry in Alabama, realignment of our budget, a reduction in general advertising and a new effort to promote safe travel to Alabama, when visitors felt safe to come.

To a large part, our efforts paid off. The research firm Tourism Economics reported weekly during COVID the amount of money spent in travel in each state and Alabama consistently ranked in the top 10 states in the nation as "Best Market." While the amount spent on travel was down from the previous year, Alabama's decrease, in percentage, was much less than almost all other states in the U.S.

Alabama's lodging tax collection for calendar year 2020 was \$65,708,503, a decrease of 20.04%.

On May 18, 2020 the Alabama Legislature approved Governor Kay Ivey's plan on spending \$1.8 billion in CARES Act funding.

On Sept. 15, 2020, Governor Ivey announced a grant to the Alabama Tourism Department of up to \$10 million of CARES Act funds. Under federal requirements, the funds had to be spent on a COVID safe-travel message and by the end of the year.

Using the funds, the Alabama Tourism Department launched a message of safe travel to Alabama to potential travelers living outside the state. The messages included attractions in all 67 Alabama counties. There were 656-million impressions of our message and website engagement from states targeted by paid media increased by over 180% during the campaign. One hundred seventy-four locations in Alabama took our safety pledge. Our department distributed 45,000 cloth masks, 10,000 personal hand sanitizers and 10,000 packages of wipes across the state. In addition, a supply of posters, window messages and printed information was published and distributed to and for the public.

Of the up to \$10 million awarded, ATD used approximately \$7.3 million and returned the balance to the state for other COVID uses. Approximately \$6.7 million was spent on media advertising time and space. None of the funds were used to pay for administrative cost of running the Alabama Tourism Department.

The Alabama Tourism Department is grateful for the CARES Act funds and the benefit it gave to the Alabama tourism industry, an industry that employed a record number of 200,000 in 2019.

Tourism Economics estimates COVID has cost the state's economy more than \$3 billion in lost spending as a result of reduced travel to and throughout Alabama. The result of this decrease in travel spending is an estimated reduction of state tax collections in the amount of more than \$85 million. The Alabama Tourism Department is working hard to put tourism on the right track to get back to pre-COVID visitor numbers and the economic benefit to the state those travelers provide.

Lee Sentell  
Director

Grey Brennan  
Deputy Director

# EXAMPLE OF CAMPAIGN POSTER



Your health safety is important to us.

That's why we take all the necessary precautions so everyone  
can stay safe and take it all in responsibly.

We invite you to help us by taking the pledge.

## TAKE IT ALL IN RESPONSIBLY PLEDGE

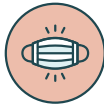
### OUR PLEDGE TO YOU



TRAIN STAFF IN PROPER  
CLEANING & SANITIZATION



POST SIGNAGE ON  
HEALTH POLICIES



WEAR FACE COVERINGS



ENFORCE SOCIAL DISTANCING  
& CAPACITY GUIDELINES



SANITIZE PUBLIC &  
FREQUENTLY TOUCHED AREAS



FOLLOW CDC GUIDELINES  
& HEALTH SAFETY POLICIES



CONDUCT WELLNESS  
SCREENINGS OF EMPLOYEES



PROVIDE CONTACTLESS  
COMMUNICATION

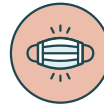
### YOUR PLEDGE TO US



PLAN AHEAD. BE FLEXIBLE.  
BE PATIENT.



REFRAIN FROM PHYSICAL  
CONTACT WITH STAFF & GUESTS



WEAR FACE COVERINGS  
WHEN REQUIRED



MAINTAIN A SOCIAL DISTANCE  
INDOORS & OUTDOORS



WASH AND SANITIZE  
HANDS FREQUENTLY



LIMIT THE SIZE OF TRAVEL  
PARTIES OR GATHERINGS



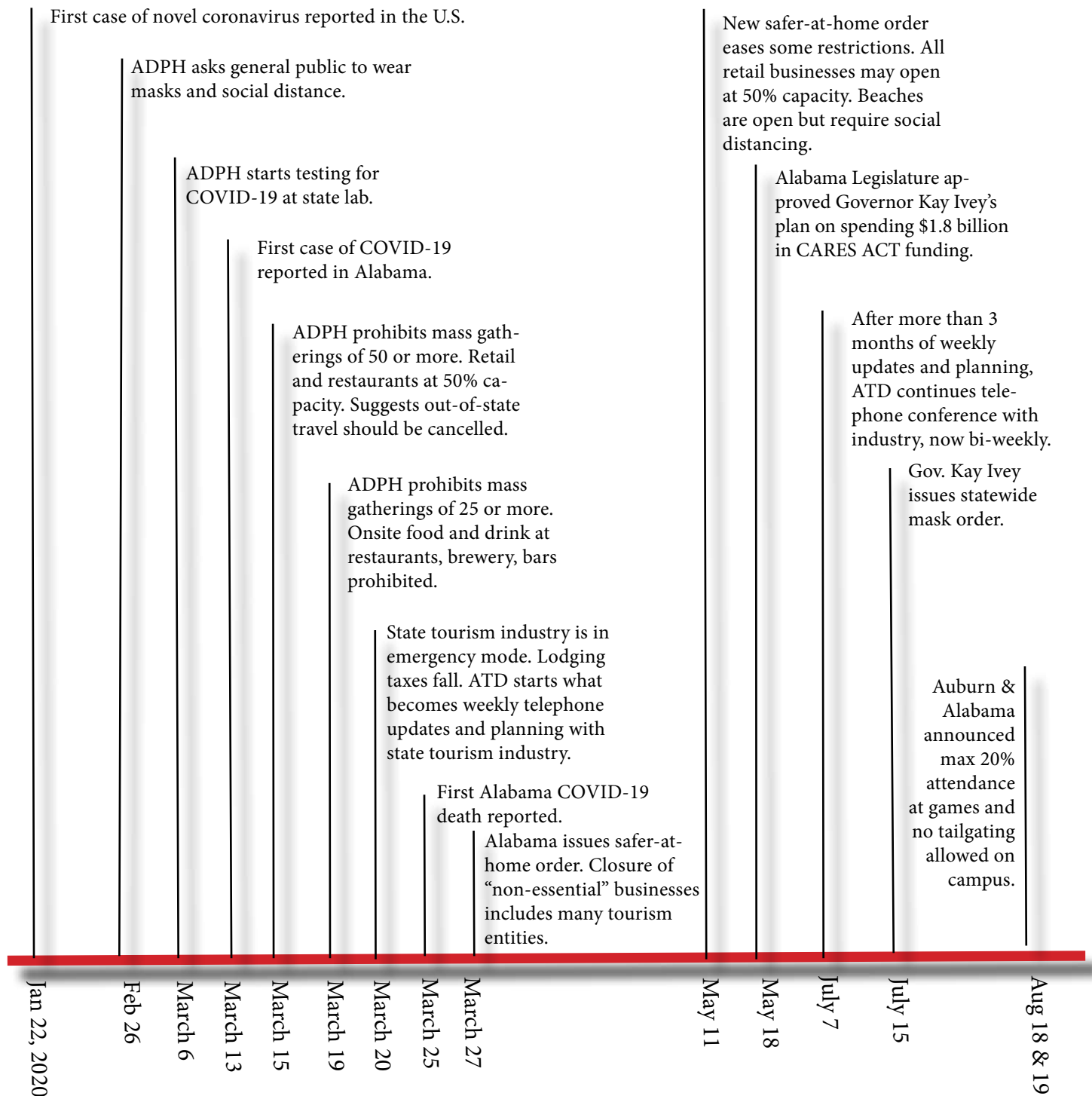
STAY HOME IF SICK



USE CONTACTLESS  
COMMUNICATION

Alabama.Travel/Responsibly

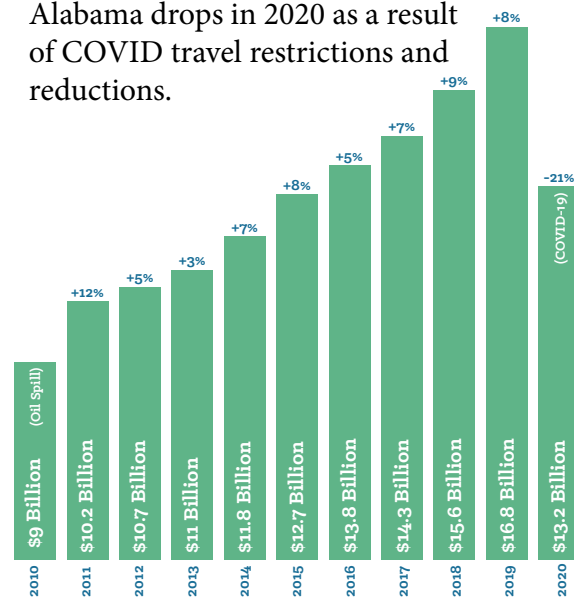
# COVID Timeline



# COVID Timeline

## 2010-2020

Growth in travel expenditures in Alabama drops in 2020 as a result of COVID travel restrictions and reductions.



Gov. Ivey awards up to \$10 million in CARES Act Funds to support tourism industry recovery program. Reimbursable funds can only be used for COVID-safe travel messages marketed to out-of-state travelers to Alabama and must conclude prior to end of year.

ATD's ad agency starts planning process.

ATD submits plans to Alabama Finance Department for approval.

Alabama Finance Department approves plan.

All elements of CARES Relief Fund campaign on Alabama.Travel now active.

County-specific social media and digital ad messages begin in targeted states.

Tourism-experience themed videos and top 7 tourism counties video ads begin on YouTube, Hulu, ESPN, Discovery, HGTV, and FoodNetwork websites.

Conclusion of successful tourism campaign using \$7.3 million CARES Act funds.

Sept 15

Sept 17

Oct 5

Oct 19

Oct 29

Nov 12

Nov 16

Dec 30, 2020

# State Lodging Tax Collections

	2019	2020	% Change
Autauga	\$184,203.12	\$143,295.19	-22.21%
Baldwin	26,327,797.48	24,693,173.09	-6.21%
Barbour	326,679.95	257,147.13	-21.28%
Bibb	12,370.71	13,586.72	9.83%
Blount	37,782.42	38,126.44	0.91%
Bullock	6,253.94	5,726.41	-8.44%
Butler	269,400.63	209,930.06	-22.08%
Calhoun	1,175,964.16	840,063.44	-28.56%
Chambers	139,031.50	107,939.25	-22.36%
Cherokee	127,363.40	142,317.43	11.74%
Chilton	208,045.28	165,784.24	-20.31%
Choctaw	36,575.36	42,124.04	15.17%
Clarke	236,324.78	231,877.46	-1.88%
Clay	4,900.34	6,043.99	23.34%
Cleburne	63,896.34	65,377.59	2.32%
Coffee	423,619.73	326,749.47	-22.87%
Colbert	341,198.53	353,899.44	3.72%
Conecuh	100,749.33	82,863.38	-17.75%
Coosa	16,898.91	16,552.34	-2.05%
Covington	255,903.39	195,406.59	-23.64%
Crenshaw	28,461.65	35,200.86	23.68%
Cullman	735,355.18	621,026.10	-15.55%
Dale	328,257.80	214,895.28	-34.53%
Dallas	265,058.24	240,616.43	-9.22%
DeKalb	510,179.49	494,286.53	-3.12%
Elmore	1,153,444.31	881,365.04	-23.59%
Escambia	289,494.95	235,135.04	-18.78%
Etowah	807,332.13	680,519.94	-15.71%
Fayette	13,041.91	10,961.02	-15.96%
Franklin	107,899.24	124,026.57	14.95%
Geneva	22,517.06	22,125.25	-1.74%
Greene	42,347.96	31,777.38	-24.96%
Hale	5,428.23	5,295.83	-2.44%
Henry	29,260.28	21,993.06	-24.84%
Houston	1,693,345.62	1,191,017.29	-29.66%
Jackson	433,005.65	349,738.38	-19.23%
Jefferson	11,400,152.33	6,870,427.90	-39.73%

# State Lodging Tax Collections

	2019	2020	% Change
Lamar	4,741.95	4,480.21	-5.52%
Lauderdale	1,192,823.89	918,645.39	-22.99%
Lawrence	63,493.35	84,102.49	32.46%
Lee	2,527,569.75	1,608,056.80	-36.38%
Limestone	722,738.25	600,800.25	-16.87%
Lowndes	-	840.58	-
Macon	26,835.06	27,970.95	4.23%
Madison	7,812,389.94	5,889,274.31	-24.62%
Marengo	192,221.26	183,290.02	-4.65%
Marion	221,668.73	179,938.41	-18.83%
Marshall	823,402.76	809,101.02	-1.74%
Mobile	6,191,180.66	5,375,742.70	-13.17%
Monroe	116,822.58	124,093.96	6.22%
Montgomery	4,653,311.28	2,904,679.93	-37.58%
Morgan	1,397,426.63	1,199,976.79	-14.13%
Perry	27,626.76	23,235.90	-15.89%
Pickens	16,359.40	12,227.73	-25.26%
Pike	424,337.25	287,746.57	-32.19%
Randolph	32,989.83	38,983.00	18.17%
Russell	498,802.61	350,745.52	-29.68%
Shelby	1,947,361.86	1,323,779.16	-32.02%
St. Clair	437,684.83	348,084.28	-20.47%
Sumter	63,230.65	49,169.89	-22.24%
Talladega	500,052.16	416,001.92	-16.81%
Tallapoosa	328,277.16	383,219.80	16.74%
Tuscaloosa	3,314,063.29	2,139,002.53	-35.46%
Walker	362,472.21	302,688.36	-16.49%
Washington	4,883.71	4,055.42	-16.96%
Wilcox	32,372.63	35,628.37	10.06%
Winston	82,934.04	114,549.98	38.12%
Total	82,179,615.81	65,708,503.84	-20.04%

**75% of Alabama counties had a decrease  
in lodging taxes in 2020**



# CARES Act Campaign



The Take It All In Responsibly campaign included participation from all of Alabama's 67 counties with tourism representatives coordinating with the Alabama Tourism Department on which of the counties COVID-friendly attractions to feature in messages and shipping locations for campaign supplies.

The Take It All In Responsibly campaign included paid media advertising in states within several hours driving distance without existing travel restrictions.

- Advertising on preparing Alabama for travelers
- Advertising on health safe travel centered on Alabama tourism experience themes
- Advertising on health safe travel for each of Alabama's 67 counties

The Take It All In Responsibly campaign included links to a webpage featuring the campaign's pledge - based on CDC guidelines, Alabama Department of Public Health orders and industry best practices - to best ensure a safe travel experience for both host and guest.

- Tourism industry pledge partners featured on the Alabama.Travel Responsibly campaign webpage.
- Each pledge partner listing included a link to their detail page plus a location tag on an interactive map, all of which empower potential travelers to better plan a trip to Alabama with added confidence in their health safety.

The Take It All In Responsibly campaign included a supply of marketing material and supplies for health safe travel.

- Cloth masks to give travelers
- Personal hand sanitizers and wipes
- Posters promoting health safe COVID travel
- Window clings promoting health safe COVID travel

Information on the overall campaign efforts and results along with individual county information is contained within this report.



# Alabama Experience Themed Messages

A series of six themed video messages were produced. One was the broad message of Alabama preparing for COVID-safe travel and the other five centered on tourism experiences.

## Alabama Tourism Themes



Preparing  
Alabama



Alabama  
Coast



History



Food



Outdoors



State Parks

These messages were advertised on YouTube, the world's largest video platform, on CTV (Internet Connected TV/Smart TV), and on the websites of ESPN and Hulu streaming service.

## Total Results for Themed Messages



16.2 million impressions  
14.6 million completed video views



17.3 million impressions  
17.1 million completed CTV/Smart TV video views



327,000 impressions  
319,000 completed video views



3.2 million impressions  
3.2 million completed video views



## Preparing Alabama YouTube Video

As part of the CARES Act campaign, the Alabama Tourism Department produced 15, 30 and 60 second videos showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines. The videos were placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :60 version of the Preparing Alabama video. The :30 and :15 were shorter versions of this same message. In the message series the visuals brought some humor to the subject by showing a vacuum cleaner on an outdoor trail and a giant bottle of hand sanitizer for the larger-than-life Vulcan statue to use.








Time	Visual	Copy	Time	Visual	Copy
:01		When you come to Sweet Home Alabama,	:31		and maintain a safe social distance.
:02			:32		
:03			:33		
:04		you will see we have been preparing for your visit,	:34		Together we will follow CDC guidelines, and state health department orders.
:05			:35		
:06			:36		
:07		from deep cleaning, sanitizing every nook and cranny,	:37		
:08			:38		
:09			:39		
:10		posting friendly reminders to mask,	:40		And when you are here, know that you will feel safe.
:11			:41		
:12			:42		
:13		sanitize or wash hands	:43		
:14			:44		
:15			:45		
:16		sanitize or wash hands	:46		We are ready for you to take it all in...
:17			:47		
:18			:48		
:19		sanitize or wash hands	:49		
:20			:50		
:21			:51		
:22		sanitize or wash hands	:52		...responsibly.
:23			:53		
:24			:54		
:25		sanitize or wash hands	:55		...responsibly.
:26			:56		
:27			:57		
:28		sanitize or wash hands	:58		
:29			:59		
:30			:60		

## State Parks YouTube Video



As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting State Parks. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the State Park video.  
All the messages ended with the Take It All In Responsibly logo and website address.








Time	Visual	Copy
:01		
:02		When you travel to any of Alabama's 21 State Parks,
:03		
:04		you will see we have been preparing for your visit
:05		
:06		
:07		
:08		by following CDC and state guidelines.
:09		
:10		
:11		With social distancing, wearing masks and sanitizing
:12		
:13		we're ready for you to take it all in,
:14		responsibly.
:15		

## History YouTube Video



As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting historical attractions. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the History video.  
All the messages ended with the Take It All In Responsibly logo and website address.

Time	Visual	Copy
:01		
:02		When you come to Sweet Home Alabama,
:03		
:04		you will see we have been preparing for your visit
:05		
:06		
:07		by following CDC and state guidelines.
:08		
:09		
:10		With social distancing, wearing masks and sanitizing
:11		
:12		we're ready for you to take it all in,
:13		
:14		responsibly.
:15		



## Food Experience YouTube Video



As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting restaurants. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Food Experience video.  
All the messages ended with the Take It All In Responsibly logo and website address.

Time	Visual	Copy
:01		
:02		When you come to Sweet Home Alabama,
:03		
:04		you will see we have been preparing for your visit
:05		
:06		
:07		by following CDC and state guidelines.
:08		
:09		
:10		With social distancing, wearing masks and sanitizing
:11		
:12		we're ready for you to take it all in,
:13		
:14		responsibly.
:15		

## Coast Experience YouTube Video



As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting restaurants. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Coast Experience video.  
All the messages ended with the Take It All In Responsibly logo and website address.









Time	Visual	Copy
:01		
:02		When you come to Sweet Home Alabama,
:03		
:04		you will see we have been preparing for your visit
:05		
:06		
:07		by following CDC and state guidelines.
:08		
:09		
:10		With social distancing, wearing masks and sanitizing
:11		
:12		we're ready for you to take it all in,
:13		
:14		responsibly.
:15		

## Outdoor Experience YouTube Video



As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting outdoor locations. The video was placed on YouTube and other social media platforms or outlets.

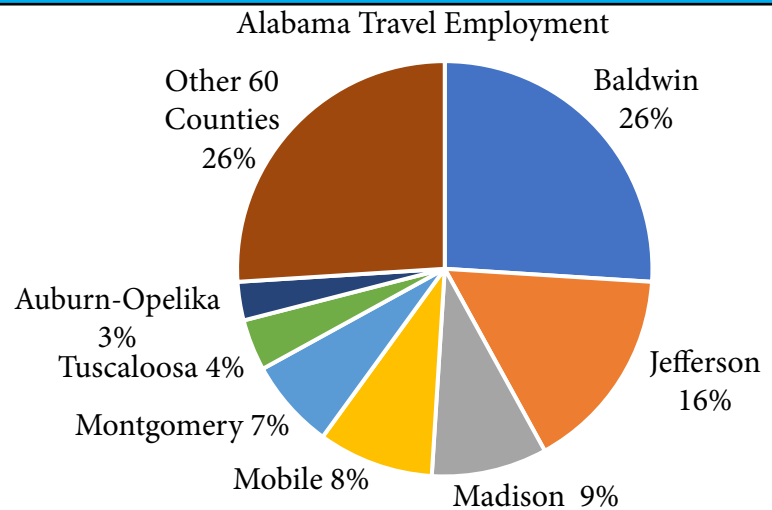
Below is the copy and still images from the :15 version of the Outdoor Experience video.  
All the messages ended with the Take It All In Responsibly logo and website address.

Time	Visual	Copy
:01		
:02		When you come to Sweet Home Alabama,
:03		
:04		you will see we have been preparing for your visit
:05		
:06		by following CDC and state guidelines.
:07		
:08		With social distancing, wearing masks and sanitizing
:09		
:10		we're ready for you to take it all in,
:11		
:12		responsibly.
:13		
:14		
:15		



# Top 7 County Video and OOH

Seven of Alabama's 67 counties represent 74% of all travel related employment. Each of those counties received their own 15-second video message of health safe travel. In addition, Display and (OOH) Out-of-Home messages such as billboards were produced for these counties.



These messages were advertised on YouTube, the world's largest video platform.

## Top 7 County Results - YouTube



Baldwin	36.2 million impressions / 32.3 million completed video views
Jefferson	23.8 million impressions / 21.4 million completed video views
Madison	14.2 million impressions / 12.8 million completed video views
Mobile	14.4 million impressions / 12.9 million completed video views
Montgomery	11.0 million impressions / 9.9 million completed video views
Tuscaloosa	5.4 million impressions / 4.9 million completed video views
Lee	4.4 million impressions / 4.0 million completed video views

## Top 7 County Results - Display Ads



Baldwin	45.6 million impressions
Jefferson	30.5 million impressions
Madison	18.0 million impressions
Mobile	18.3 million impressions
Montgomery	14.0 million impressions
Tuscaloosa	7.0 million impressions
Lee	4.6 million impressions

## Top 7 County Results - OOH Ads









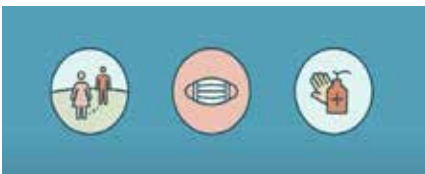

Baldwin	32.8 million impressions
Jefferson	21.9 million impressions
Madison	13.0 million impressions
Mobile	13.0 million impressions
Montgomery	10.0 million impressions
Tuscaloosa	5.0 million impressions
Lee	4.0 million impressions

## Baldwin County (a) YouTube Video



As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting Baldwin County. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Baldwin County (a) video. All the messages ended with the Take It All In Responsibly logo and website address.

Time	Visual	Copy
:01		When you travel to the Alabama Gulf Coast,
:02		
:03		
:04		you will see we have been preparing for your visit
:05		
:06		
:07		by following CDC and state guidelines.
:08		
:09		
:10		With social distancing, wearing masks and sanitizing
:11		
:12		
:13		we're ready for you to take it all in,
:14		
:15		

## Baldwin County (b) YouTube Video



As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting Baldwin County. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Baldwin County (b) video .  
All the messages ended with the Take It All In Responsibly logo and website address.

Time	Visual	Copy
:01		
:02		When you travel along the Alabama Gulf Coast,
:03		
:04		you will see we have been preparing for your visit
:05		
:06		
:07		by following CDC and state guidelines.
:08		
:09		
:10		With social distancing, wearing masks and sanitizing
:11		
:12		we're ready for you to take it all in,
:13		
:14		responsibly.
:15		

## Jefferson County YouTube Video



As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting Jefferson County. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Jefferson County video. All the messages ended with the Take It All In Responsibly logo and website address.

Time	Visual	Copy
:01		
:02		When you travel to the Greater Birmingham area,
:03		
:04		you will see we have been preparing for your visit
:05		
:06		
:07		by following CDC and state guidelines.
:08		
:09		
:10		With social distancing, wearing masks and sanitizing
:11		
:12		
:13		we're ready for you to take it all in,
:14		
:15		responsibly.



## Madison County YouTube Video



As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting Madison County. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Madison County video. All the messages ended with the Take It All In Responsibly logo and website address.

Time	Visual	Copy
:01		
:02		When you travel to Huntsville and Madison County,
:03		
:04		you will see we have been preparing for your visit
:05		
:06		
:07		by following CDC and state guidelines.
:08		
:09		
:10		With social distancing, wearing masks and sanitizing
:11		
:12		we're ready for you to take it all in,
:13		
:14		responsibly.
:15		

## Mobile County YouTube Video



As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting Mobile locations. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Mobile video.

All the messages ended with the Take It All In Responsibly logo and website address.

Time	Visual	Copy
:01		
:02		When you travel to Mobile,
:03		
:04		you will see we have been preparing for your visit
:05		
:06		
:07		by following CDC and state guidelines.
:08		
:09		
:10		With social distancing, wearing masks and sanitizing
:11		
:12		we're ready for you to take it all in,
:13		
:14		responsibly.
:15		

## Montgomery County YouTube Video



As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting Montgomery locations. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Montgomery video.  
All the messages ended with the Take it All In Responsibly logo and website address.

Time	Visual	Copy
:01		
:02		When you travel to Montgomery,
:03		
:04		you will see we have been preparing for your visit
:05		
:06		
:07		
:08		by following CDC and state guidelines.
:09		
:10		With social distancing, wearing masks and sanitizing
:11		
:12		
:13		we're ready for you to take it all in,
:14		
:15		responsibly.





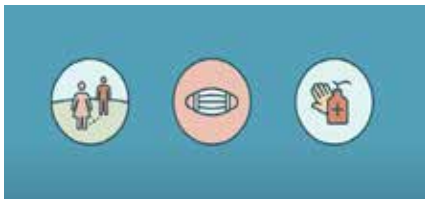



## Tuscaloosa County YouTube Video



As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting Tuscaloosa locations. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Tuscaloosa video.  
All the messages ended with the Take It All In Responsibly logo and website address.








Time	Visual	Copy	
:01		When you travel to Tuscaloosa,	
:02			
:03			
:04		you will see we have been preparing for your visit	
:05			
:06			
:07			
:08		by following CDC and state guidelines.	
:09			
:10			
:11			
:12		we're ready for you to take it all in,	
:13			
:14		responsibly.	
:15			

## Lee County YouTube Video



As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting Lee County. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Lee County video.  
All the messages ended with the Take It All In Responsibly logo and website address.

Time	Visual	Copy
:01		
:02		When you travel to Auburn-Opelika,
:03		
:04		you will see we have been preparing for your visit
:05		
:06		
:07		by following CDC and state guidelines.
:08		
:09		
:10		With social distancing, wearing masks and sanitizing
:11		
:12		we're ready for you to take it all in,
:13		
:14		responsibly.
:15		

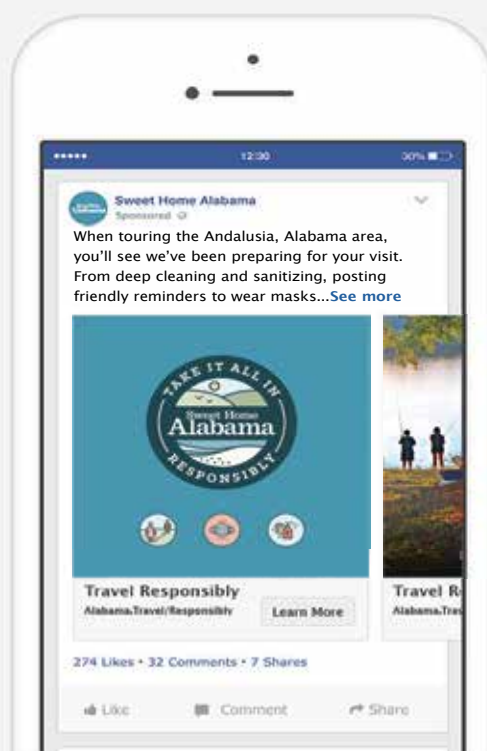
# Facebook Ads for all 67 counties

Messages for each of Alabama's 67 counties were produced and placed on Facebook. These "carousel"-type ads allowed viewers to read an introduction message with the Take It All In Responsibly logo and then "swipe" left to see a photograph of the COVID friendly attraction submitted by that county.

Below each photograph was a "Learn More" button that took the Facebook user to the Alabama Tourism website for more information.

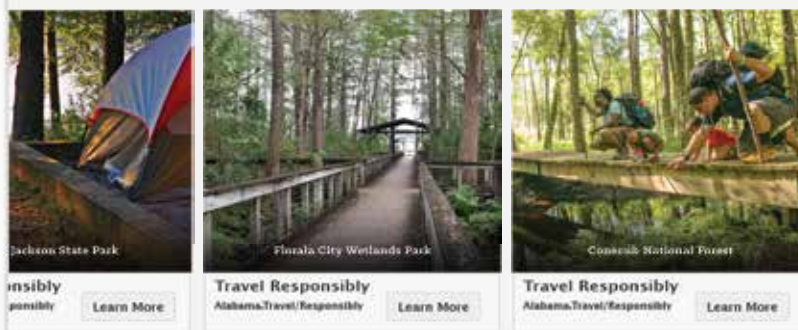
On the following pages are each county's Facebook Carousel message which included COVID friendly attractions suggested by the county's campaign representative.

## Example of a Facebook Carousel Ad



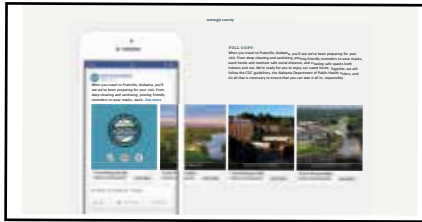
### AD Copy

When touring (location of city or county), you will see we've been preparing for your visit. From deep cleaning and sanitizing, posting friendly reminders to wear masks, wash hands and maintain social distance, and creating safe spaces both indoors and out. We're ready for you to enjoy our sweet home. Together, we will follow the CDC guidelines, the Alabama Department of Public Health orders, and do all that is necessary to ensure that you can take it all in, responsibly.





# Autauga County



Facebook and related media message opening copy line

**When you travel to Prattville, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,316,972 impressions**

Tourism representative for COVID friendly attraction selection:  
**Prattville Area Chamber of Commerce, Anne Sanford**

Attractions selected to feature in message:



Robert Trent Jones Golf at Capitol Hill



Continental Gin Company



Daniel Pratt Historical District

## Autauga County 2019 numbers

Travel-related jobs (direct & indirect)

**452**

Travel-related earnings (direct & indirect)

**\$13,796,816**

Travel-related money spent in county

**\$38,049,277**

State lodging tax collected

**\$184,203**

In addition to the CARES Act promotion, Autauga County is featured in many Alabama Tourism Department campaigns.

100 Dishes brochure

- Uncle Mick's Cajun Market & Cafe - Chicken and Sausage Gumbo
- Fat Boy's Bar-B-Que Ranch, Smoked Chicken Plate

Robert Trent Jones Capitol Hill course featured in Alabama Tourism Department's Road Trip #18 "Go for a drive on the RTJ Golf Trail."

# Baldwin County



Facebook and related media message opening copy line

**(a) When you travel to the Alabama Gulf Coast**

**(b) When you travel along the**

**Alabama Coast** you'll see we've been preparing for your visit...



Facebook and related media results

**Total 33,401,229 impressions**

Tourism representative for COVID friendly attraction selection:

**Gulf Shores & Orange Beach Tourism, Herb Malone**

**Team Members:**

- **Gulf Shores & Orange Beach Tourism, Laura Beebe & Joanie Flynn**
- **Eastern Shore Chamber of Commerce, Casey Williams**
- **Mayor of Fairhope, Sherry Sullivan**

Attractions selected to feature in message:



Coastal Arts Center Orange Beach



Gulf Place - Gulf Shores Public Beach



Historic Blakeley State Park



Fairhope Municipal Pier



Cotton Bayou, State Park Beach



Alabama Gulf Coast Zoo



OWA



Gulf State Park

## Baldwin County 2019 numbers

Travel-related jobs (direct & indirect)

**54,262**

Travel-related earnings (direct & indirect)

**\$1,690,943,563**

Travel-related money spent in county

**\$5,203,742,264**

State lodging tax collected

**\$26,327,797**

In addition to the CARES promotion, Baldwin County is featured in many of Alabama Tourism Department's campaigns.

The beaches of Gulf Shores/Orange Beach are the focus of ATD's TV commercials. Beaches are also one of 10 Experience sections of ATD's website.

Daphne is highlighted in the guide's Small Towns section.

More than 35 restaurants in Baldwin County are included in ATD's 100 Dishes brochure.

The historic massacre at Fort Mims is the feature of ATD's Road Trip #26: A Bicentennial Road Trip: Fort Mims to Horseshoe Bend.



# Barbour County



Facebook and related media message opening copy line

**When you travel to Eufaula, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,227,661 impressions**

Tourism representative for COVID friendly attraction selection:  
**Eufaula Barbour County Chamber, Ann Sparks**

Attractions selected to feature in message:



Lakepoint State Park Resort



Fendall Hall



Yoholo Micco Rail Trail



James S. Clark Interpretive Center

## Barbour County 2019 numbers

Travel-related jobs (direct & indirect)

**1,000**

Travel-related earnings (direct & indirect)

**\$24,729,102**

Travel-related money spent in county

**\$67,479,508**

State lodging tax collected

**\$326,680**

In addition to the CARES promotion, Barbour County is featured in Alabama Tourism Department's *Road Trips* campaign.

*"If you're looking for the warmest hospitality and a unique collection of Italianate architecture, head to Eufaula. The southeastern Alabama town on the west bank of the Chattahoochee River is one of the most picturesque and historic in the South. It's no wonder that Eufaula boasts the state's oldest and largest tour of homes, the Eufaula Pilgrimage, each spring."*

# Bibb County



Facebook and related media message opening copy line

**When touring Bibb County in central Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,269,428 impressions**

Tourism representative for COVID friendly attraction selection:

**Bibb County Chamber, Valeria Cook**

**Team Member:**

- **UA Center for Economic Development, Candace Johnson-Beers**
- Attractions selected to feature in message:



Brierfield Ironworks Historical State Park



Cahaba River National Wildlife Refuge



Coke Ovens Park

## Bibb County 2019 numbers

Travel-related jobs (direct & indirect)

**21**

Travel-related earnings (direct & indirect)

**\$484,241**

Travel-related money spent in county

**\$2,460,671**

State lodging tax collected

**\$12,371**

In addition to the CARES promotion, Bibb County is featured in many of Alabama Tourism Department's campaigns.

Included in waterway trails, ATD promotes the Cahaba Blueway.

*"The Cahaba Blueway is a paddling trail on one of North America's most biologically important streams, which is being sustainably developed as an outstanding outdoor recreation and nature-based tourism destination."*



# Blount County



Facebook and related media message opening copy line

**When you travel to Alabama's Covered Bridge Capital, Blount County,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,252,985 impressions**

Tourism representative for COVID friendly attraction selection:

**Alabama Mountain Lakes Tourist Association, Tami Reist**

Attractions selected to feature in message:



Palisades Park



Rickwood Caverns State Park

## Blount County 2019 numbers

Travel-related jobs (direct & indirect)

**108**

Travel-related earnings (direct & indirect)

**\$2,628,328**

Travel-related money spent in county

**\$7,170,685**

State lodging tax collected

**\$37,782**

In addition to the CARES promotion, Blount County is featured in many of Alabama Tourism Department's Road Trips.

*"Walking into the cool shade of a covered bridge, you can almost hear the clip-clop of horses' hooves and the whispers of stolen kisses. The sheltered bridge hid the rushing water from the horse and the courting couple from the eyes of the world. Notice how the entrance resembles a barn – all the more to encourage a perhaps unwilling steed into the shelter of the bridge."*

# Bullock County



Facebook and related media message opening copy line

**When you travel to Union Springs in south Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,227,661 impressions**

Tourism representative for COVID friendly attraction selection:

**Bullock County Tourism, Midge Putnam**

**Team Members:**

- **Tourism Council of Bullock County Board Members**

Attractions selected to feature in message:



Eddie Kendricks Mural



Hank Williams Mural



Field Trails Mural



Bird Dog Monument

## Bullock County 2019 numbers

Travel-related jobs (direct & indirect)

**11**

Travel-related earnings (direct & indirect)

**\$244,805**

Travel-related money spent in county

**\$1,243,978**

State lodging tax collected

**\$6,254**

In addition to the CARES promotion, Bullock County restaurant Hilltop Grill is featured in Alabama Tourism Department's 100 Dishes brochure along with their signature dish, BBQ & Stew.

Alabama.Travel website states, "Union Springs, Alabama has long been known for its many historic buildings and sites. In fact, North Prairie Street, the main street of downtown, has been designated as a historic district because of the many buildings on the historic registry. The district is home to the Red Door Theatre and now includes Murals on Main."

# Butler County



Facebook and related media message opening copy line

**When you travel to Greenville, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,190,853 impressions**

Tourism representative for COVID friendly attraction selection:

**Alabama Black Belt Adventures, Pam Swanner**

**Team Member:**

- **Greenville Area Chamber of Commerce, Tracy Salter**

Attractions selected to feature in message:



Robert Trent Jones Golf Trail at Cambrian Ridge



Sherling Lake Park & Campground



Hank Williams Sr. Boyhood Home & Museum

## Butler County 2019 numbers

Travel-related jobs (direct & indirect)

**817**

Travel-related earnings (direct & indirect)

**\$22,529,611**

Travel-related money spent in county

**\$56,678,319**

State lodging tax collected

**\$269,401**

In addition to the CARES promotion, Butler County is featured in many of Alabama Tourism Department's campaigns.

The Hank Williams Trail includes Hank's Boyhood Home & Museum, and the Robert Trent Jones Golf Trail includes the RTJ Cambrian Ridge course.

In the 100 Dishes brochure from ATD, Bates House of Turkey is listed with their signature dish, Hickory-smoked Turkey Sandwich.



# Calhoun County



Facebook and related media message opening copy line

**When you tour the Anniston, Alabama area,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,998,306 impressions**

Tourism representative for COVID friendly attraction selection:

**Calhoun County Area Chamber, Audrey Maxwell**

**Team Members:**

- **Calhoun County Area Chamber, Judy Myers & Linda Hearn**

Attractions selected to feature in message:



Anniston Museum of  
Natural History



Choccolocco Park



McClellan Mountain Bike Trails



Berman Museum

## Calhoun County 2019 numbers

Travel-related jobs (direct & indirect)

**1,056**

Travel-related earnings (direct & indirect)

**\$26,991,482**

Travel-related money spent in county

**\$89,273,378**

State lodging tax collected

**\$1,175,964**

In addition to the CARES promotion, Calhoun County is promoted by the Alabama Tourism Department's 100 Dishes brochure.

Three restaurants and their signature dishes in Anniston are included;

- Classic on Noble's Shrimp & Grits
- Garfrerick's Cafe's Pecan Encrusted Grouper
- Hotel Finial's Grits bar and breakfast catfish.

ATD's Road Trip campaign includes Calhoun County in Road Trip 77; Mountain Bike East Alabama and Road Trip 78; A Centennial Road Trip along the Bankhead Highway.

# Chambers County



Facebook and related media message opening copy line

**When touring Chambers County, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,318,316 impressions**

Tourism representative for COVID friendly attraction selection:

**Greater Valley Area Chambers, Carrie Royster**

Attractions selected to feature in message:



Amity Campground



Joe Lewis Statue



Chattahoochee Valley Railroad Trail

## Chambers County 2019 numbers

Travel-related jobs (direct & indirect)

**417**

Travel-related earnings (direct & indirect)

**\$10,048,640**

Travel-related money spent in county

**\$28,452,646**

State lodging tax collected

**\$139,032**

In addition to the CARES promotion, Chambers County is featured in Alabama Tourism Department's Road Trips.

Trip #57; Old Mill Towns of Alabama: Valley, Lanett and Beyond.

*“Get ready to travel to the sites of several old mill towns, visit a Civil War fort that straddles the Alabama/Georgia line, explore birding sites and lakes and visit a town that honors sports hero Joe Louis, World Boxing Heavyweight Champion from 1937 to 1949.”*



# Cherokee County



Facebook and related media results

**Total 2,272,414 impressions**

Tourism representative for COVID friendly attraction selection:

**Cherokee County Chamber, Thereasa Hulgán**

Attractions selected to feature in message:



Orbix Hot Glass



Cherokee Rock Village



Chesnut Bay RV Resort



Hwy 411 Drive-In Theatre

Facebook and related media message opening copy line

**When touring Cherokee County, Alabama,**  
you'll see we've been preparing for your visit...

## Cherokee County 2019 numbers

Travel-related jobs (direct & indirect)

**206**

Travel-related earnings (direct & indirect)

**\$7,295,429**

Travel-related money spent in county

**\$26,201,254**

State lodging tax collected

**\$127,363**

In addition to the CARES promotion, Cherokee County is promoted by the Alabama Tourism Department's Vacation Guide.

Congo Nature Preserve is featured in the What's New section of the guide.

*"Explore the Congo in Alabama. True Adventure Sports has created Congo Falls Park and Congo Nature Preserve, both near the Little River Canyon... True Adventure Sports, with help from volunteers and donations, intends to clean up and care for the area so that outdoor enthusiast will discover the wilds of Alabama."*

# Chilton County



Facebook and related media message opening copy line

**When traveling around the Peach Capital of Alabama, Chilton County,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,274,670 impressions**

Tourism representative for COVID friendly attraction selection:

**Chilton County Chamber, Rachel Martin**

**Team Members:**

- **Chilton County Chamber of Commerce, Billy Singleton & Sylvia Singleton**
- **Industrial Development Authority of Chilton County, Whitney Barlow**

Attractions selected to feature in message:



Minooka OHV Park



Confederate Memorial Park



Higgins Ferry Park



Maplesville City Park

## Chilton County 2019 numbers

Travel-related jobs (direct & indirect)

**619**

Travel-related earnings (direct & indirect)

**\$14,818,282**

Travel-related money spent in county

**\$42,974,150**

State lodging tax collected

**\$208,045**

In addition to the CARES Act promotion, other locations in Chilton County promoted by the Alabama Tourism Department are:

- Heaton Pecan Farm
- Peach Park
- Durbin Farms Market and The Hickory Chip restaurant

The Chilton County Peach Festival is included in ATD's Calendar of Events.



# Choctaw County



Facebook and related media message opening copy line

**When traveling around Choctaw County in southwest Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,274,670 impressions**

Tourism representative for COVID friendly attraction selection:

**Choctaw County Chamber, Nick Harrell**

**Team Member:**

- **Alabama Cooperative Extension for Choctaw County, Jacqui James**

Attractions selected to feature in message:



Choctaw County Historical Museum



Choctaw National Wildlife Refuge

## Choctaw County 2019 numbers

Travel-related jobs (direct & indirect)

**97**

Travel-related earnings (direct & indirect)

**\$2,623,242**

Travel-related money spent in county

**\$7,275,245**

State lodging tax collected

**\$36,575**

In addition to the CARES promotion, Choctaw County attractions are featured in Alabama Tourism Department's Official Vacation Guide.

The Choctaw County Courthouse and Zack Rogers Park in Butler and the Choctaw County Historical Museum in Gilbertown are listed attractions.

Bladon Springs State Park, which is a locally managed public recreation area on the site of four mineral springs that were once part of the historic spa at Bladon Springs, Choctaw County, is included in the guide's State Park listings.

# Clarke County



Facebook and related media results

**Total 2,218,041 impressions**

Tourism representative for COVID friendly attraction selection:

**Thomasville Chamber, Amy Prescott**

**Team Members:**

- Alabama Black Belt Adventures, Pam Swanner
- Jackson Chamber, Katie Soderquist
- Grove Hill Chamber, Kerry Dunaway

Attractions selected to feature in message:



Kathryn Tucker Windham Museum



Clarke County Historical Museum



Old Lock One Historic Recreation Park

Facebook and related media message opening copy line

**When you travel around Clarke County County  
in southwest Alabama,**  
you'll see we've been preparing for your visit...

## Clarke County 2019 numbers

Travel-related jobs (direct & indirect)

**671**

Travel-related earnings (direct & indirect)

**\$17,688,900**

Travel-related money spent in county

**\$48,815,606**

State lodging tax collected

**\$236,325**

In addition to the CARES promotion, two cities in Clarke County are featured on the Alabama Tourism Department's website.

Grove Hill - Located in an area originally inhabited by Creek and Choctaw Indians, Grove Hill is the county seat of Clarke County. This town was officially incorporated in 1929 and is home to the Clarke County Historical Museum.

Thomasville - The childhood home of the beloved Alabama author Kathryn Tucker Windham.



# Clay County



Facebook and related media message opening copy line

**When you are touring around Clay County, the heart of east central Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,226,936 impressions**

Tourism representative for COVID friendly attraction selection:  
**Clay County Chamber, Tiffany Young**

Attractions selected to feature in message:



Alabama Gold Camp



Pinhoti Trail

## Clay County 2019 numbers

Travel-related jobs (direct & indirect)

**30**

Travel-related earnings (direct & indirect)

**\$550,630**

Travel-related money spent in county

**\$974,732**

State lodging tax collected

**\$4,900**

In addition to the CARES promotion, Clay County attractions are featured in Alabama Tourism Department's Official Vacation Guide and website.

Cheaha State Park, located in northern Clay and southwestern Cleburne counties, is featured in ATD's motorcycle trail and State Park listings.

ATD's Road Trip #42 features Lineville & Ashland: From Alabama's Highest Point to Its Hills of Gold and includes four scenic driving routes in Clay County. Together they are called the Tsalagi Trails.

# Cleburne County



Facebook and related media message opening copy line

**When you tour Cleburne County in east Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,251,465 impressions**

Tourism representative for COVID friendly attraction selection:

**City of Heflin Department of Economic Development, Tanya Maloney  
Team Member:**

- **Cleburne County Chamber of Commerce, Chad Robertson**

Attractions selected to feature in message:



The Pinhoti Trail



Cheaha State Park



Cahulga Creek Park

## Cleburne County 2019 numbers

Travel-related jobs (direct & indirect)

**205**

Travel-related earnings (direct & indirect)

**\$5,206,545**

Travel-related money spent in county

**\$12,709,691**

State lodging tax collected

**\$63,896**

In addition to the CARES promotion, Cleburne County attractions are featured in Alabama Tourism Department's Official Vacation Guide and website.

Cheaha State Park, located in northern Clay and southwestern Cleburne counties is featured in ATD's motorcycle trail and State Park listings.

Other attractions in the county listed include the Cleburne County Mountain Center, Cleburne County Courthouse, Shoal Creek Church Historic Site and the Talladega National Forest (Shoal Creek District).



# Coffee County



Facebook and related media message opening copy line

**When you travel to Coffee County in south**

**Alabama,** you'll see we've been preparing for your visit...

Facebook and related media results

**Total 3,171,393 impressions**

Tourism representative for COVID friendly attraction selection:

**Elba Chamber, Sandy Bynum**

**Team Members:**

- **City of Enterprise, Tammy Doerer**
- **Town of New Brockton, Amanda Askins**

Attractions selected to feature in message:



Coffee County Courthouse



Coffee County Jail



Folsom Birthplace

## Coffee County 2019 numbers

Travel-related jobs (direct & indirect)

**1,211**

Travel-related earnings (direct & indirect)

**\$30,583,639**

Travel-related money spent in county

**\$85,072,883**

State lodging tax collected

**\$423,620**

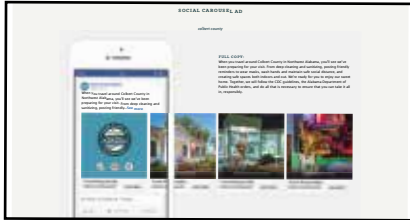
In addition to the CARES promotion, Coffee County attractions are featured in Alabama Tourism Department's 100 Dishes brochure.

Enterprise restaurant Cutt's with their chili dog and The Rawls restaurant with sauteed grouper are listed in the brochure.

In ATD BBQ listings is the family-owned and operated Big Daddy's Barbecue in Enterprise.

Pea River Outdoors Canoe and Kayak Rentals full day of fun is promoted on the water.

# Colbert County



Facebook and related media message opening copy line

**When you travel around Colbert County in northwest Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,256,002 impressions**

Tourism representative for COVID friendly attraction selection:

**Colbert County Tourism and Convention, Susann Hamlin**

**Team Members:**

- **Colbert County Tourism Bureau, Dennis Sherer & Mollie Holland**

Attractions selected to feature in message:



Helen Keller Home



Alabama Music Hall of Fame



Muscle Shoals Sound Studio (3614 Jackson Highway location)

## Colbert County 2019 numbers

Travel-related jobs (direct & indirect)

**991**

Travel-related earnings (direct & indirect)

**\$24,578,803**

Travel-related money spent in county

**\$69,261,129**

State lodging tax collected

**\$341,199**

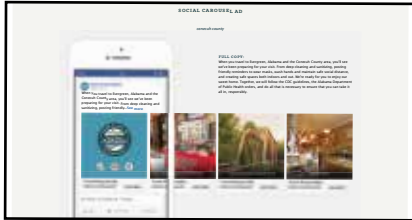
In addition to the CARES promotion, Colbert County attractions are featured in Alabama Tourism Department's 100 Dishes brochure.

Claunch Cafe, Rattlesnake Saloon and The Palace are all listed from the city of Tuscumbia while George's Steak Pit is Sheffield's listing.

In a two-page spread in ATD's Vacation Guide on The Shoals, Hawk Pride Mountain Off-Road park in Tuscumbia, Rattlesnake Saloon, FAME, Ivy Green, Muscle Shoals Sound Studio and Alabama Music Hall of Fame are all highlighted.



# Conecuh County



Facebook and related media message opening copy line

**When you travel to Evergreen, Alabama and the Conecuh County area,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,305,355 impressions**

Tourism representative for COVID friendly attraction selection:  
**UA Center for Economic Development, Candace Johnson-Beers  
Team Member:**

- **Evergreen/Conecuh County Chamber, Susan Coleman**

Attractions selected to feature in message:



Conecuh Sausage Retail Store



Bull Slough Bridge Birding Trail Site



Harvest Pantry

## Conecuh County 2019 numbers

Travel-related jobs (direct & indirect)

**302**

Travel-related earnings (direct & indirect)

**\$7,346,792**

Travel-related money spent in county

**\$20,040,160**

State lodging tax collected

**\$100,749**

In addition to the CARES promotion, Conecuh County attractions are featured in Alabama Tourism Department's 100 Dishes brochure.

Booker's Mill and the Historic Evergreen Train Depot are two attractions listed in ATD's guide.

*"Boggs and Boulders is an RV park in Conecuh County with over 1,000 acres and 160 miles of ATV trails. This park includes pavilion, pool, and Mud Pie Cafe. It's the place to go to if you have a dirt bike, 4-wheeler, side x side, Jeep, mud buggy, rock crawler, 100-ton army tank, or 4x4 truck."*

# Coosa County



Facebook and related media message opening copy line

**When you tour Coosa County in east Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,366,830 impressions**

Tourism representative for COVID friendly attraction selection:  
**Coosa County Chamber, Spencer Hardy**

Attractions selected to feature in message:



Pinhoti Trail



Old Rock Jail and Museum



Flagg Mountain

## Coosa County 2019 numbers

Travel-related jobs (direct & indirect)

**58**

Travel-related earnings (direct & indirect)

**\$1,321,739**

Travel-related money spent in county

**\$3,361,381**

State lodging tax collected

**\$16,899**

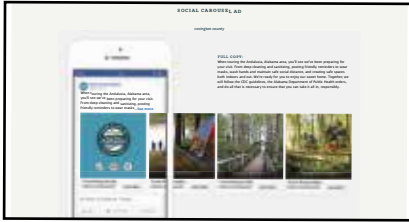
In addition to the CARES promotion, the Alabama Tourism Department's website lists the Coosa Wildlife Management Area which offers opportunities for outdoor activities.

*"The shooting range is a public shooting range (state license required) with distances up to 100 yards. The range is wheelchair accessible with one designated concrete parking space."*

Also listed in Kellyton is Eagles Roost Herb Farm with more than 40 culinary herbs available for purchase.



# Covington County



Facebook and related media message opening copy line

**When you are touring the Andalusia, Alabama area,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,821,902 impressions**

Tourism representative for COVID friendly attraction selection:  
**Andalusia Area Chamber of Commerce, Chrissie Duffy**

**Team Members:**

- **City of Andalusia, Michele Gerlach**
- **Opp and Covington County Chamber, Kelly Brandin**
- **Covington County Commission Chair, Greg White**
- **Mayor of Florala, Terry Holley**

Attractions selected to feature in message:



Frank Jackson State Park



Florala City Wetlands Park



Conecuh National Forest

## Covington County 2019 numbers

Travel-related jobs (direct & indirect)

**762**

Travel-related earnings (direct & indirect)

**\$18,854,600**

Travel-related money spent in county

**\$59,088,500**

State lodging tax collected

**\$255,903**

In addition to the CARES promotion, Andalusia's downtown square is listed on the Alabama Tourism Department's website.

*"Downtown Andalusia offers a beautifully restored atmosphere complete with magnificent lampposts and brick paved sidewalks. The Covington County Courthouse is a fixture on Court Square. Throughout the square and surrounding areas you will find an incredible mural collection telling the story of Andalusia, as well as an art gallery and museum just off the square. The center of the square hosts several events throughout the year including the Domino Drop on New Year's Eve and Christmas in Candyland."*

# Crenshaw County



Facebook and related media message opening copy line

**When you are touring Crenshaw County, south of Montgomery, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,226,936 impressions**

Tourism representative for COVID friendly attraction selection:  
**Crenshaw County Lake, Lee Simmons**

Attractions selected to feature in message:



Crenshaw County Lake



South Ridge Winery

## Crenshaw County 2019 numbers

Travel-related jobs (direct & indirect)

**29**

Travel-related earnings (direct & indirect)

**\$682,830**

Travel-related money spent in county

**\$1,908,020**

State lodging tax collected

**\$28,462**

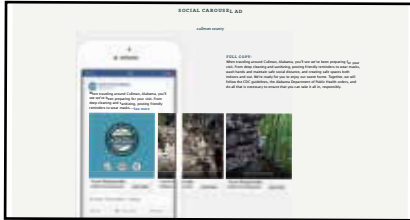
In addition to the CARES promotion, Crenshaw County contains listings in Alabama Tourism Department's Official Vacation Guide and website.

- Grammy's Attic
- The Rutledge Inn
- Crenshaw County Lake
- South Ridge Winery
- Camellia House Bed & Breakfast

*"Camellia House B&B is located one block south of historic downtown Luverne. A home-cooked breakfast is provided each morning."*



# Cullman County



Facebook and related media message opening copy line

**When traveling around Cullman, Alabama,**

you'll see we've been preparing for your visit...

Facebook and related media results

**Total 3,041,464 impressions**

Tourism representative for COVID friendly attraction selection:  
**Alabama Mountain Lakes Tourist Association, Tami Reist**

Attractions selected to feature in message:



Ave Maria Grotto



Hurricane Creek Park

## Cullman County 2019 numbers

Travel-related jobs (direct & indirect)

**1,708**

Travel-related earnings (direct & indirect)

**\$45,146,648**

Travel-related money spent in county

**\$147,344,069**

State lodging tax collected

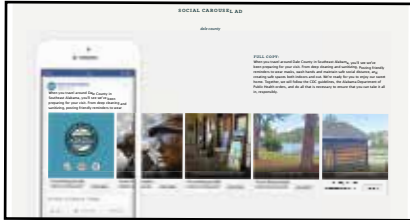
**\$735,355**

In addition to the CARES promotion, Cullman County contains listings in Alabama Tourism Department's 100 Dishes brochure.

All Steak restaurant with their signature Orange Rolls and Johnny's BBQ with their BBQ Pork Plate are listed for Cullman.

In ATD's Vacation Guide, Cullman is a "Small Town" feature. "See 125 astonishing miniatures at St. Bernard Abbey's Ave Maria Grotto. View the Clarkson Covered Bridge and then play putt-putt or ride paddleboats at Sportsman Lake Park. Cap the day with one of the state's best beers at Goat Island Brewing."

# Dale County



Facebook and related media message opening copy line

**When traveling around Dale County in south-east Alabama,** you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,264,797 impressions**

Tourism representative for COVID friendly attraction selection:

**Ozark Area Chamber, Rosemarie Williamson**

Attractions selected to feature in message:



U.S. Army Aviation Museum



Dowling Museum/Ann Rudd Art Center



Ed Lisenby Public Lake with walking and birding trails



Claybank Church and Cemetery

## Dale County 2019 numbers

Travel-related jobs (direct & indirect)

**900**

Travel-related earnings (direct & indirect)

**\$23,587,963**

Travel-related money spent in county

**\$67,805,431**

State lodging tax collected

**\$328,258**

In addition to the CARES promotion, Dale County is promoted by the Alabama Tourism Department's 100 Dishes brochure and website.

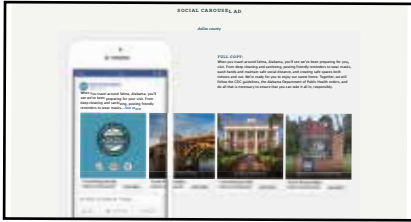
Our Place Diner with their Big Bopper Burger and Difilippo's Pizza and Pasta with the Old World Italian Lasagna recipe and Supreme Pizza are listed for Ozark.

One of the more interesting features for Dale County is in ATD's Road Trip #79; Exploring Alabama's Historic Ballparks.

Eagle Stadium in Ozark remains today much as it did in the late 1940s, with bench seats and a covered grandstand.



# Dallas County



Facebook and related media message opening copy line

**When you are traveling around Selma, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,264,797 impressions**

Tourism representative for COVID friendly attraction selection:  
**Dallas County Chamber of Commerce, Sheryl Smedley**

Attractions selected to feature in message:



Edmund Pettus Bridge



Sturdivant Hall Museum



Old Cahawba Archaeological Park

## Dallas County 2019 numbers

Travel-related jobs (direct & indirect)

**1,192**

Travel-related earnings (direct & indirect)

**\$30,458,397**

Travel-related money spent in county

**\$87,004,937**

State lodging tax collected

**\$265,058**

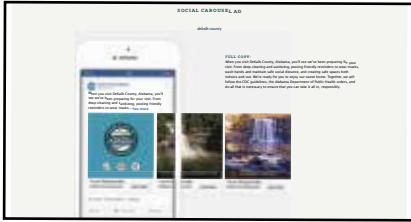
In addition to the CARES promotion, Dallas County is promoted in the U.S. Civil Rights Trail, a collection of important civil rights sites organized by the Alabama Tourism Department.

ATD Road Trip #4 is Selma to Montgomery: Crossing a Bridge into History.

ATD Road Trip #11 is Selma: Explore Small Town's Major Role in Civil War History.

Four restaurants in Selma are part of the ATD's 100 Dishes brochure; Downtowner, Hancock's, Lannies BBQ #2, Tally-Ho.

# DeKalb County



Facebook and related media message opening copy line

**When you visit DeKalb, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 3,005,966 impressions**

Tourism representative for COVID friendly attraction selection:

**DeKalb County Tourism, John Dersham**

**Team Members:**

- **Little River Canyon National Preserve Superintendent, Steve Black**
- **DeSoto State Park Superintendent, John Hughes**

Attractions selected to feature in message:



DeSoto State Park and Lodge/DeSoto Falls



Little River Canyon National Preserve/Little River Falls

## DeKalb County 2019 numbers

Travel-related jobs (direct & indirect)

**1,231**

Travel-related earnings (direct & indirect)

**\$32,177,947**

Travel-related money spent in county

**\$99,832,289**

State lodging tax collected

**\$510,179**

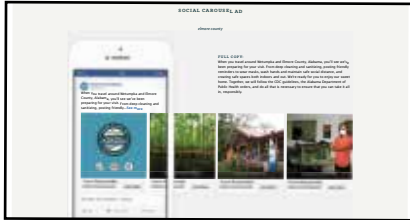
In addition to the CARES promotion, DeKalb County is featured in the 2021 edition of the Alabama Vacation Guide.

Under the Take A Tour section is Little River Canyon Adventures from True Adventure Sports.

In the Small Town section is Fort Payne with "Spectacular forests, rivers and waterfalls in Little River Canyon National Preserve and DeSoto State Park. In town, Alabama Fan Club & Museum ... and Beason's Barber Shop draws folks to see the chair in which Hank Williams Sr. received his last haircut."



# Elmore County



Facebook and related media message opening copy line

**When you travel around Wetumpka and Elmore County, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 3,182,307 impressions**

Tourism representative for COVID friendly attraction selection:

**Elmore County Economic Development Agency, Cary Cox**

**Team Members:**

- **Elmore County Economic Development Agency, Ansley Emfinger**
- **City of Wetumpka, Lynn Weldon**

Attractions selected to feature in message:



Alabama Wildlife Federation



Coosa River Adventures



Lake Martin Machine Gun

## Elmore County 2019 numbers

Travel-related jobs (direct & indirect)

**3,065**

Travel-related earnings (direct & indirect)

**\$79,054,83**

Travel-related money spent in county

**\$229,432,872**

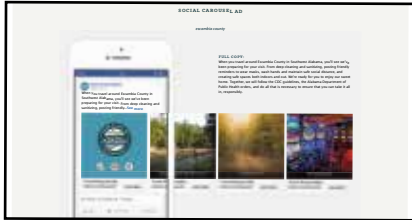
State lodging tax collected

**\$1,153,444**

In addition to the CARES promotion, Elmore County is promoted in Alabama Tourism Department's Road Trip #59.

*"Nestled in the heart of Elmore County and wrapped in the flowing waters of the Coosa and Tallapoosa rivers, Wetumpka holds many treasures often overlooked by visitors and passersby. But the city's small-town charm has caught the eye of movie-makers more than once. 'The Grass Harp', 'The Rosa Parks Story' and 'Big Fish' were all filmed here."*

# Escambia County



Facebook and related media message opening copy line

**When you travel around Escambia County in southwest Alabama**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 3,182,307 impressions**

Tourism representative for COVID friendly attraction selection:  
UA Center for Economic Development, Candace Johnson-Beers

**Team Members:**

- Greater Brewton Area Chamber, Judy Crane
- Atmore Chamber, Emily Spurlock Wilson

Attractions selected to feature in message:



Magnolia Branch Wildlife Preserve



Little River Forest



Wind Creek Casino

## Escambia County 2019 numbers

Travel related jobs (direct & indirect)

**814**

Travel related earnings (direct & indirect)

**\$21,234,213**

Travel related money spent in county

**\$57,583,758**

State Lodging Tax Collected

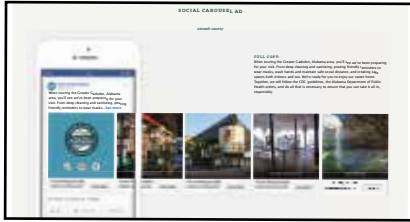
**\$289,495**

In addition to the CARES promotion, the Alabama Tourism Department includes information on the Poarch Band of Creek Indians, who have lived in Alabama for nearly 200 years, in ATD Road Trip #26: A Bicentennial Road Trip: Fort Mims to Horseshoe Bend.

The Poarch Band of Creek Indians “*represents the only federally recognized tribe in the state of Alabama, operating as a sovereign nation with its own system of government. The tribe owns the nearby Wind Creek Casino & Hotel.*”



# Etowah County



Facebook and related media message opening copy line

**When touring the Greater Gadsden, Alabama area,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,973,318 impressions**

Tourism representative for COVID friendly attraction selection:  
**Greater Gadsden Area Tourism, Hugh Stump**

Attractions selected to feature in message:



Noccalula Falls



Imagination Place



Mary G. Hardin Center for  
Cultural Arts



Gadsden Museum of Art

## Etowah County 2019 numbers

Travel-related jobs (direct & indirect)

**1,920**

Travel-related earnings (direct & indirect)

**\$48,475,224**

Travel-related money spent in county

**\$161,300,501**

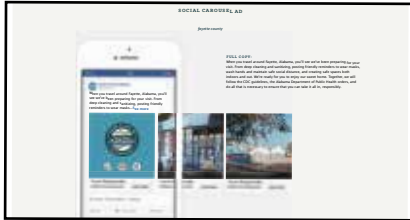
State lodging tax collected

**\$807,332**

In addition to the CARES promotion, the Alabama Tourism Department promotes three restaurants in Gadsden as part of the 100 Dishes promotion; Mater's Pizza, Pruett's Bar-B-Q, and Top O' the River.

Two of ATD's Road Trips feature Etowah county; Trip #38, Wonder Falls & More and and Trip #74, Seeing Gadsden from the Inside, which states: *"The Coosa River flows down from beautiful Lookout Mountain, offering fishing, camping and birdwatching along the shoreline of Neely Henry Lake. Stunning waterfalls capture your imagination at Noccalula Falls Park. A relaxing 36-hole Robert Trent Jones Golf Course beckons you to grab your clubs."*

# Fayette County



Facebook and related media message opening copy line

**When you travel around Fayette, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,212,088 impressions**

Tourism representative for COVID friendly attraction selection:  
**UA Center for Economic Development, Candace Johnson-Beers**  
**Team Members:**

- Fayette Area Chamber, Daniel White
- Fannie's Restaurant, Cathy Robertson

Attractions selected to feature in message:



Fannie's Restaurant



Welcome to Fayette Mural

## Fayette County 2019 numbers

Travel-related jobs (direct & indirect)

**41**

Travel-related earnings (direct & indirect)

**\$987,974**

Travel-related money spent in county

**\$2,660,088**

State lodging tax collected

**\$13,042**

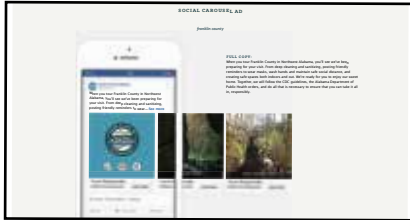
In addition to the CARES promotion, the Alabama Tourism Department promotes the Tin Top Inn & Campground, the Rose House Inn and the Dragon Inn & Suites.

Fayette's Golden Eagle Syrup, "The Pride of Alabama," is part of ATD's plant tours which are available by appointment.

Sam's Smokehouse in Fayette is part of the Alabama Tourism Department's BBQ Trail.



# Franklin County



Facebook and related media message opening copy line

**When you tour Franklin County in northwest Alabama,** you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,264,806 impressions**

Tourism representative for COVID friendly attraction selection:  
**Alabama Mountain Lakes Tourist Association, Tami Reist**

Attractions selected to feature in message:



Dismals Canyon



Hodges Equestrian Park

## Franklin County 2019 numbers

Travel-related jobs (direct & indirect)

**237**

Travel-related earnings (direct & indirect)

**\$6,122,207**

Travel-related money spent in county

**\$17,334,980**

State lodging tax collected

**\$107,899**

In addition to the CARES promotion, the Alabama Tourism Department promotes the Red Bay Water Park.

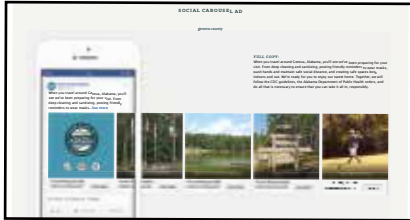
In the ATD 100 Dishes brochure there are several from Franklin County:

- Daily Bread Barbecue
- Pilgrim's Place
- Taylor's Restaurant
- Wayne's Catfish Haven

Dismals Canyon was included in ATD's Natural Wonders campaign. *"On nights in May and June in this Franklin County canyon, you can see dismalites."*



# Geneva County



Facebook and related media message opening copy line

**When you travel around Geneva, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,353,052 impressions**

Tourism representative for COVID friendly attraction selection:  
**Geneva Chamber, Lori Shortt**

Attractions selected to feature in message:



Robert Fowler Memorial Park  
home to Constitution Oak tree



Geneva County Public Fishing Lake



River Oaks Golf Course



Geneva State Forest

## Geneva County 2019 numbers

Travel-related jobs (direct & indirect)

**63**

Travel-related earnings (direct & indirect)

**\$1,527,975**

Travel-related money spent in county

**\$4,478,893**

State lodging tax collected

**\$22,517**

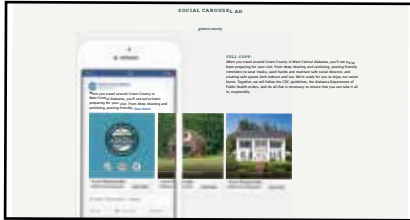
In addition to the CARES promotion, the Alabama Tourism Department promotes the Geneva Festival on the Rivers on ATD's online Calendar of Events.

Places to stay in the county include Briarwood Inn of Geneva.

Alabama's largest state forest is Geneva State Forest, open year round.

The Geneva County Public Fishing Lake is actually twin lakes on opposite sides of Geneva County Road 63.

# Greene County



Facebook and related media message opening copy line

**When you travel around Greene County in west central Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,380,858 impressions**

Tourism representative for COVID friendly attraction selection:

**UA Center for Economic Development, Candace Johnson-Beers**

**Team Member:**

- **Greene County Industrial Development Authority, Phillis Belcher**

Attractions selected to feature in message:



Birds Farm Hay Art



Everhope Plantation

## Greene County 2019 numbers

Travel-related jobs (direct & indirect)

**144**

Travel-related earnings (direct & indirect)

**\$3,541,922**

Travel-related money spent in county

**\$6,548,815**

State lodging tax collected

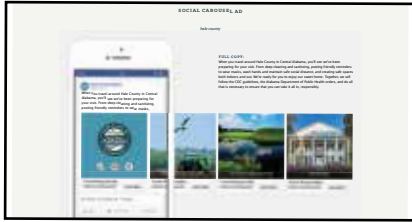
**\$42,348**

In addition to the CARES promotion, the Alabama Tourism Department promotes the county in Road Trip #14; Tuscaloosa to Eutaw: Antiques and Antebellum Mansions.

*“Once you get to Eutaw, you will find Eutaw Antiques located in a former grocery store, and Courthouse Antiques. In addition, Eutaw boasts more than 40 residences and seven public buildings from the antebellum period and many others from the Victorian era.”*

The Black Belt Folk Roots Festival and the Historical Society homes tour are annual events.

# Hale County



Facebook and related media message opening copy line

**When you travel around Hale County in central Alabama,** you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,380,858 impressions**

Tourism representative for COVID friendly attraction selection:  
**UA Center for Economic Development, Candace Johnson-Beers**  
**Team Members:**

- **Hale County Chamber, Llevelyn Rhone**
- **Birds and Nature Tours, Christopher Joe**

Attractions selected to feature in message:



Moundville Archaeological Park



Alabama Audubon - Black Belt



Magnolia Grove

## Hale County 2019 numbers

Travel-related jobs (direct & indirect)

**9**

Travel-related earnings (direct & indirect)

**\$214,527**

Travel-related money spent in county

**\$1,090,117**

State lodging tax collected

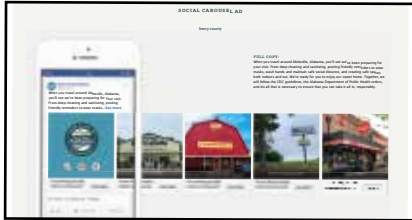
**\$5,428**

In addition to the CARES promotion, the Alabama Tourism Department promotes the county in Road Trip #62; Exploring Alabama's Rural Studio.

*"Any visit to Rural Studio should start at the Morri-sette House in Newbern. This two-story farmhouse dating from the 1890s was donated to the studio to serve as its headquarters.... Nine miles north of Newbern is Greensboro, the seat of Hale County and the self-described Catfish Capital of Alabama. The town is home to roughly 2,500 residents, sprawling antebellum mansions and a quaint downtown filled with historic storefronts."*



# Henry County



Facebook and related media message opening copy line

**When you travel around Abbeville, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,443,835 impressions**

Tourism representative for COVID friendly attraction selection:

**Headland Chamber, Adrienne Wilkins**

Attractions selected to feature in message:



Todd Farms Café



Keel & Co. Distilling



Huggin' Molly's



Ravenwood Sporting Clays

## Henry County 2019 numbers

Travel-related jobs (direct & indirect)

**47**

Travel-related earnings (direct & indirect)

**\$1,212,043**

Travel-related money spent in county

**\$5,820,194**

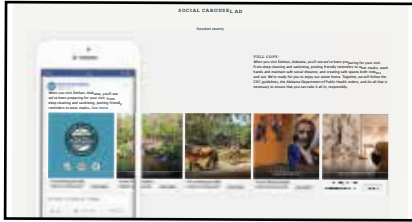
State lodging tax collected

**\$29,260**

In addition to the CARES promotion, the Alabama Tourism Department promotes the county in Road Trip #15; Abbeville: Yatta Abba Yella Fella Tour.

*"Abbeville, a small town tucked away in the southeastern corner of Alabama since 1823, was shrinking into obscurity. Thanks in part to the commitment and passion of a man you have seen on television many times, it is being revitalized. Jimmy Rane, the big guy wearing the bright yellow hat and cowboy boots in TV commercials, known as the Yella Fella, headed up a posse of business leaders dedicated to saving their hometown."*

# Houston County



Facebook and related media message opening copy line

**When you visit Dothan, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 8,386,535 impressions**

Tourism representative for COVID friendly attraction selection:

**Visit Dothan, Aaron McCreight**

Attractions selected to feature in message:



Dothan Area Botanical Gardens



Landmark Park



George Washington Carver  
Interpretive Museum



Wiregrass Museum of Art

## Houston County 2019 numbers

Travel-related jobs (direct & indirect)

**4,715**

Travel-related earnings (direct & indirect)

**\$125,685,621**

Travel-related money spent in county

**\$349,780,050**

State lodging tax collected

**\$1,693,346**

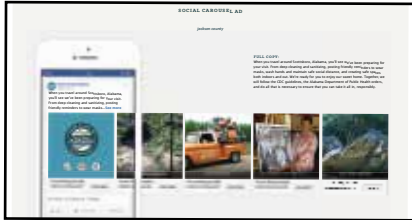
In addition to the CARES pro-  
motion, the Alabama Tourism  
Department promotes the  
county in our golf section.

*“Robert Trent Jones Golf Trail at  
Highland Oaks Dothan;  
this 36-hole RTJ Golf Trail com-  
plex features some of the longest  
and most classically designed  
holes on the Trail. Gently rolling  
terrain with numerous creeks,  
wetlands, tall pines and beauti-  
ful oaks define the layouts.”*

*“Dothan National Golf Resort,  
enjoy this complete golf resort  
with championship course,  
lighted driving range and prac-  
tice green, heated mineral pool,  
restaurant, lounge, hotel and  
Junior Olympic swimming pool.”*



# Jackson County



Facebook and related media message opening copy line

**When you travel around Scottsboro, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,213,903 impressions**

Tourism representative for COVID friendly attraction selection:  
**Mountain Lakes Chamber, Sarah Stahl**

Attractions selected to feature in message:



Russell Cave National Monument



Unclaimed Baggage



Scottsboro Boy's Museum



Buck's Pocket State Park

## Jackson County 2019 numbers

Travel-related jobs (direct & indirect)

**868**

Travel-related earnings (direct & indirect)

**\$21,697,201**

Travel-related money spent in county

**\$70,321,974**

State lodging tax collected

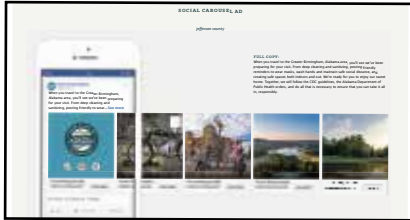
**\$433,006**

In addition to the CARES promotion, the Alabama Tourism Department promotes Road Trip #48 Scottsboro: Claim the Treasures, which begins at Unclaimed Baggage but includes Lake Guntersville and other area destinations.

Several national fishing publications have hosted Bass Masters Tournaments on Lake Guntersville where visitors can do everything from lounging on their pontoon boats, slicing through the water on their personal watercraft, or showing off slalom ski skills as they enjoy mountain views.



# Jefferson County



Facebook and related media message opening copy line

**When you travel to the Greater Birmingham, Alabama, area** you'll see we've been preparing for your visit...

Facebook and related media results

**Total 21,703,323 impressions**

Tourism representative for COVID friendly attraction selection:

**Greater Birmingham CVB, Dilcy Hilley**

**Team Members:**

- **Greater Birmingham CVB, Kim Graham & Sara Hamlin**

Attractions selected to feature in message:



Barber Vintage Motorsports Museum



Birmingham Civil Rights District



Robert Trent Jones Golf Trail at Oxmoor Valley



Robert Trent Jones Golf Trail at Ross Bridge Resort

## Jefferson County 2019 numbers

Travel-related jobs (direct & indirect)

**32,628**

Travel-related earnings (direct & indirect)

**\$870,631,935**

Travel-related money spent in county

**\$2,411,186,623**

State lodging tax collected

**\$11,400,152**

In addition to the CARES promotion, the Alabama Tourism Department started the U.S. Civil Rights Trail that includes four sites in Birmingham; 16th Street Baptist Church, Bethel Baptist Church, Birmingham Civil Rights District and Kelly Ingram Park.

ATD is also working to get important sites on the U.S. Civil Rights Trail designated as UNESCO World Heritage Sites.

Nineteen restaurants in Birmingham are part of the ATD 100 Dishes brochure.

The ATD Vacation Guide lists a suggested 48 hour visit to Birmingham that highlights attractions, restaurants, breweries and trails.

# Lamar County



Facebook and related media message opening copy line

**When you tour Lamar County in northwest Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,272,263 impressions**

Tourism representative for COVID friendly attraction selection:  
**UA Center for Economic Development, Candace Johnson-Beers**  
**Team Member:**

- **Lamar County Chamber, Ben Gerhart**

Attractions selected to feature in message:



Lamar County Fishing Lake – Alabama Birding Trails



The Alabama Mural Trail – Lamar County



Falkner Antique Mall

## Lamar County 2019 numbers

Travel-related jobs (direct & indirect)

**13**

Travel-related earnings (direct & indirect)

**\$360,039**

Travel-related money spent in county

**\$943,226**

State lodging tax collected

**\$4,742**

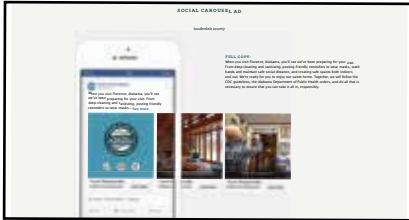
In addition to the CARES promotion, the Lamar County Fishing Lake is listed on ATD's website.

*"Lamar County Fishing Lake - A 68-acre lake surrounded by mixed woods of pine and hardwoods. A gravel road parallels the lake for ¼ mile to the north and offers hiking access to the bordering woods."*

Also listed is the Quail Valley Hunting Preserve, where you can pick between an exciting half or full day quail hunt, and the Mary Wallace Cobb Memorial Library & Museum and Falkner Antique Mall.



# Lauderdale County



Facebook and related media message opening copy line

**When you visit Florence, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 3,065,494 impressions**

Tourism representative for COVID friendly attraction selection:

**Florence Tourism – Rob Carnegie**

**Team Members:**

- Florence Tourism, Alison Stanfield, Randa Hovater, Tyler Dolan, Mary Fuller, Linda Jones, Pam Lewis
- FAME Studios, Rodney Hall
- The Rosenbaum House, Libby Jordan

Attractions selected to feature in message:



Frank Lloyd Wright Rosenbaum House



FAME Recording Studios

## Lauderdale County 2019 numbers

Travel-related jobs (direct & indirect)

**2,926**

Travel-related earnings (direct & indirect)

**\$72,412,751**

Travel-related money spent in county

**\$248,036,511**

State lodging tax collected

**\$1,192,824**

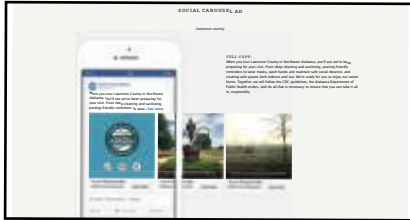
In addition to the CARES promotion, Lauderdale County is included in “The Shoals” section of the ATD Vacation Guide.

*“In downtown Florence, savor brunch at Odette, a restaurant with a cool vibe ... walk up the street to internationally renowned fashion designer Billy Reid’s shop. Alabama Chanin’s Factory showcases world-recognized heirloom-quality, hand-sewn pieces for home or body.”*

The W. C. Handy Music Festival, held in July, is an annual event promoted by the Alabama Tourism Department.



# Lawrence County



Facebook and related media message opening copy line

**When you tour Lawrence County in northwest Alabama,** you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,285,951 impressions**

Tourism representative for COVID friendly attraction selection:  
**Alabama Mountain Lakes Tourist Association, Tami Reist**

Attractions selected to feature in message:



Jesse Owens Memorial Park & Museum



Oakville Indian Mounds Education Center

## Lawrence County 2019 numbers

Travel-related jobs (direct & indirect)

**154**

Travel-related earnings (direct & indirect)

**\$3,728,239**

Travel-related money spent in county

**\$11,855,194**

State lodging tax collected

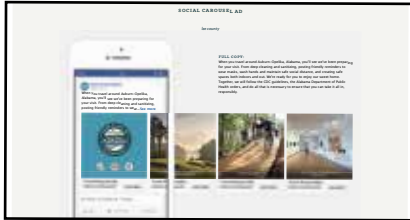
**\$63,493**

In addition to the CARES promotion, the Alabama Tourism Department promotes the Jesse Owens Memorial Park & Museum in Road Trip #32: Rosa Parks, Paul "Bear" Bryant and Jesse Owens: A Centennial Road Trip.

*"What do Rosa Parks, Paul 'Bear' Bryant and Jesse Owens have in common? Besides the fact that each of them has a museum named in their honor, all three of these famous Alabamians were born in 1913, and each played a role in integration."*

The Warrior Mountains Trading Company and Deer Run Golf Course, both in Moulton, each have listings in ATD's vacation guide and website.

# Lee County



Facebook and related media message opening copy line

**When you travel around Auburn-Opelika Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 4,621,235 impressions**

Tourism representative for COVID friendly attraction selection:

**Auburn-Opelika CVB, Robyn Bridges**

**Team Member:**

- **Auburn-Opelika Tourism, Cat Bobo**

Attractions selected to feature in message:



Jule Collins Smith Museum of Fine Art



Chewacla State Park



Robert Trent Jones Golf Trail at  
Grand National Golf

## Lee County 2019 numbers

Travel-related jobs (direct & indirect)

**7,076**

Travel-related earnings (direct & indirect)

**\$195,544,072**

Travel-related money spent in county

**\$522,098,657**

State lodging tax collected

**\$2,527,570**

In addition to the CARES promotion, the Alabama Tourism Department promotes Lee County through Road Trip #1; Tuscaloosa to Auburn: Football Championship Tour and on Road Trip #65; Auburn-Opelika: A Center of Arts and Culture.

ATD's 100 Dishes brochure lists eight restaurants in Auburn and four restaurants in Opelika.

Promotion of RTJ Grand National is included in golf promotions and Chewacla State Park in our outdoor state park information.

# Limestone County



Facebook and related media message opening copy line

**When you visit the Athens, Alabama area,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 3,239,322 impressions**

Tourism representative for COVID friendly attraction selection:

**Athens-Limestone County Tourist Association, Teresa Todd**

**Team Members:**

- **Athens-Limestone County Tourism, Cayce Lee**
- **Belle Chevre', Tasia Malakasis, Dennis Scott, Carlos Galarza, Amber Harris**
- **AL Veterans Museum and Archives, Sandra Thompson**
- **Town of Mooresville Mayor, Nikki Sprader**
- **Town of Mooresville Former Mayor, Margaret Anne Crumlish**

Attractions selected to feature in message:



Belle Chevre Cheese Shop & Tasting Room



1818 Farms



Alabama Veterans Museum and Archives

## Limestone County 2019 numbers

Travel-related jobs (direct & indirect)

**1,711**

Travel-related earnings (direct & indirect)

**\$43,858,282**

Travel-related money spent in county

**\$145,077,678**

State lodging tax collected

**\$722,738**

In addition to the CARES promotion, the Alabama Tourism Department promotes the Elkmont area on road trip #60; Elkmont: Goat Cheese Heaven.

*"Elkmont is best known as the home of an internationally acclaimed goat cheese maker. It is also a place to explore Civil War history, pick, grin and dance the night away at an old railroad depot, or listen to country music by Nashville entertainers inside a little red caboose."*

ATD also promotes the Richard Martin Trail, a Rails-to-Trails project that provides walking and riding trails in Limestone County. Athens restaurant LawLers Barbecue is in the 100 Dishes brochure.



# Lowndes County



Facebook and related media message opening copy line

**When you travel around Lowndes County in central Alabama,** you'll see we've been preparing for your visit...

## Lowndes County 2019 numbers

No data available.

Facebook and related media results

**Total 2,276,785 impressions**

Tourism representative for COVID friendly attraction selection:

**Lowndes County Commission, Jackie Thomas**

**Team Member:**

- **Lowndes County Chamber, Ozelle Hubert**

Attractions selected to feature in message:



Priester's Pecans Retail Store



Holy Ground Battlefield Park  
Alabama Birding Trails

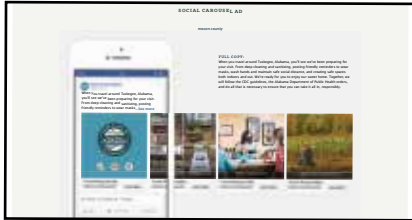


Robert F. Henry Lock & Dam  
Alabama Birding Trails

In addition to the CARES promotion, the Alabama Tourism Department promotes the Lowndes County Interpretive Center and placed the center on the U.S. Civil Rights Trail.

*"This National Park Service site is dedicated to those who peacefully marched from Selma to Montgomery to gain the right to vote. The center serves as a repository of information for the unfortunate and significant events that occurred in Lowndes County during the march. The museum houses exhibits on the death of seminarian Jonathan Daniels, the slaying of Viola Liuzzo, a white woman who assisted marchers by transporting them to Selma, and the establishment of "Tent City," which housed families dislodged by white landowners in Lowndes County."*

# Macon County



Facebook and related media message opening copy line

**When you travel around Tuskegee, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,281,122 impressions**

Tourism representative for COVID friendly attraction selection:

**Tuskegee History Center, Deborah Gray**

**Team Member:**

- **Tuskegee Area Chamber of Commerce, Karin Hopkins**

Attractions selected to feature in message:



Whippoorwill Vineyards



Tuskegee National Forest



Lifetime Natural Organic Farm

## Macon County 2019 numbers

Travel-related jobs (direct & indirect)

**192**

Travel-related earnings (direct & indirect)

**\$4,577,106**

Travel-related money spent in county

**\$5,337,791**

State lodging tax collected

**\$26,835**

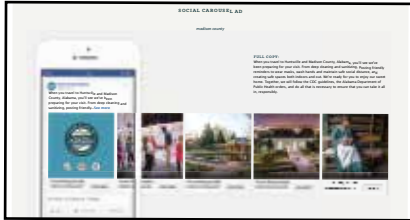
In addition to the CARES promotion, the Alabama Tourism Department website promotes the Ridge Macon County Archaeology Project Interpretive Center in rural southeastern Macon County. The center, open by appointment only, is along the path of the historic Federal Road.

ATD also promotes the National Park Service sites in Macon County; Tuskegee Airmen historical site, Tuskegee Institute with Booker T. Washington Home and George Washington Carver Museum.

Three cultures, two centuries, one land is the focus of the Tuskegee History Center listed online and in ATD's Vacation Guide.



# Madison County



Facebook and related media message opening copy line

**When you travel to Huntsville and Madison County, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 14,541,964 impressions**

Tourism representative for COVID friendly attraction selection:

**Huntsville/Madison County CVB, Charles Winters**

**Team Members:**

- **Huntsville/Madison County CVB, Kristen Pepper & Jennifer Moore**

Attractions selected to feature in message:



Huntsville Museum of Art



Burritt on the Mountain



Huntsville Botanical Garden



U.S. Space & Rocket Center

## Madison County 2019 numbers

Travel-related jobs (direct & indirect)

**18,970**

Travel-related earnings (direct & indirect)

**\$514,298,640**

Travel-related money spent in county

**\$1,618,731,468**

State lodging tax collected

**\$7,812,390**

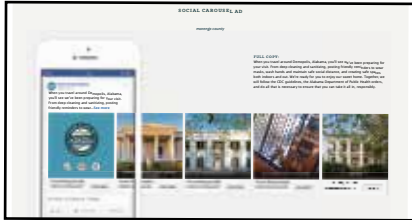
In addition to the CARES promotion, the Alabama Tourism Department promotes Huntsville's U.S. Space & Rocket Center and Space Camp to both domestic and international tourists. *Good Morning America* named the Saturn V, which is suspended from the ceiling at the center, as one of the Seven Wonders of America.

Huntsville has a dozen restaurants represented in the Alabama Tourism Department's 100 Dishes brochure.

ATD's 48 hours in Huntsville section of the Vacation Guide includes Monte Sano Mountain, Campus No. 805, along with other dining suggestions.



# Marengo County



Facebook and related media message opening copy line

**When you travel around Demopolis, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,270,177 impressions**

Tourism representative for COVID friendly attraction selection:

**Demopolis Chamber of Commerce, David Lyons**

**Team Member:**

- **Marengo Historical Society, Kirk Booker**

Attractions selected to feature in message:



Lyon Hall



Rural Heritage  
Center in  
Thomaston



Bluff Hall in  
Demopolis



Gaineswood National Historic Landmark in Demopolis

## Marengo County 2019 numbers

Travel-related jobs (direct & indirect)

**620**

Travel-related earnings (direct & indirect)

**\$14,580,242**

Travel-related money spent in county

**\$38,234,942**

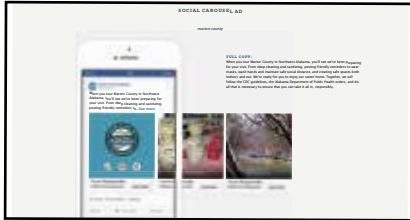
State lodging tax collected

**\$192,221**

In addition to the CARES promotion, the Alabama Tourism Department promotes Marengo County in Road Trip #14.

*"See antebellum mansions and experience Christmas on the River in Demopolis. Travel to Demopolis where you will find historic Bluff Hall built by slaves in 1832. Also in Demopolis is Gaineswood National Historic Landmark... If you are wondering where the locals go to eat, check out Kora's Place, featured on Food Network for soul food and visited by Al Roker for Roker on the Road. Or try other local favorites – The Red Barn and Smokin' Jack's Bar-B-Que."*

# Marion County



Facebook and related media message opening copy line

**When you travel around Marion County in northwest Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

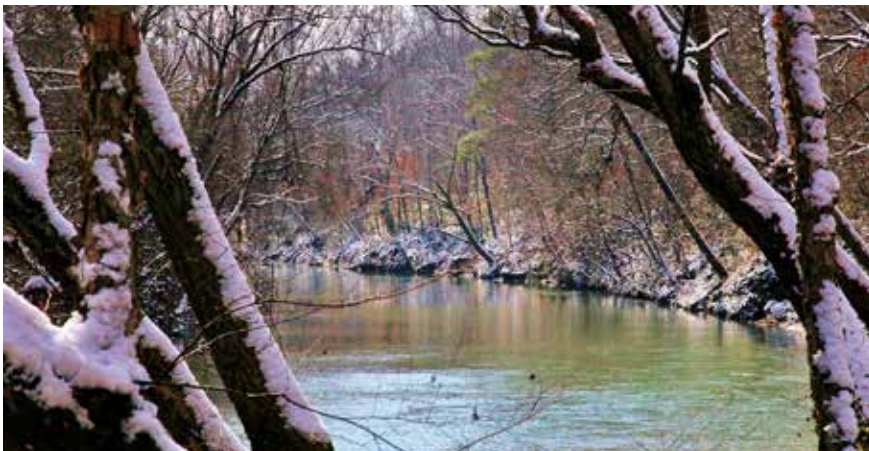
**Total 2,229,184 impressions**

Tourism representative for COVID friendly attraction selection:  
**Alabama Mountain Lakes Tourist Association, Tami Reist**

Attractions selected to feature in message:



Brown Pottery & Sons



Buttahatchee River

## Marion County 2019 numbers

Travel-related jobs (direct & indirect)

**465**

Travel-related earnings (direct & indirect)

**\$11,859,637**

Travel-related money spent in county

**\$43,718,516**

State lodging tax collected

**\$221,669**

In addition to the CARES promotion, the Alabama Tourism Department promotes through the online Calendar of Events the Jerry Brown Arts Festival, held each year in Hamilton; and the Guin Mayfest held the second weekend in May.

Also listed on the ATD website is The Pastime Theatre in Winfield. *"The theatre is a wonderful venue which provides quality entertainment to Winfield and the surrounding area."*

The Guin Hayden Riley Park, with walking trails and waterpark with slides, baby pool, and main pool, is another of the county's attractions listed by the Alabama Tourism Department.



# Marshall County



Facebook and related media message opening copy line

**When you travel around Lake Guntersville in Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 3,129,752 impressions**

Tourism representative for COVID friendly attraction selection:

**Marshall County CVB, Katy Norton**

Attractions selected to feature in message:



Lake Guntersville



Lake Guntersville State Park



Jules J. Berta Vineyards



Cathedral Caverns

## Marshall County 2019 numbers

Travel-related jobs (direct & indirect)

**2,977**

Travel-related earnings (direct & indirect)

**\$73,533,659**

Travel-related money spent in county

**\$251,297,066**

State lodging tax collected

**\$823,403**

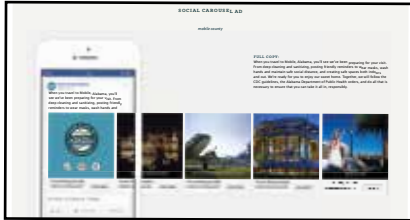
In addition to the CARES promotion, the Alabama Tourism Department lists four restaurants in Marshall County in the 100 Dishes brochure; Grumpy's Pizza and Pasta Shoppe in Arab and Guntersville restaurants Cafe 336, Crawmama's and the Rock House Eatery.

One of the most notable annual events in the county is the Annual Eagle Awareness Event at Lake Guntersville State Park, promoted by ATD's Calendar of Events.

ATD included Cathedral Caverns as one of Alabama's Natural Wonders. "Travel 1.3 miles thru one of the largest show caves in the U.S."



# Mobile County



Facebook and related media message opening copy line

**When you travel to Mobile, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 15,379,718 impressions**

Tourism representative for COVID friendly attraction selection:

**Visit Mobile, David Clark & Emily Gonzalez**

Attractions selected to feature in message:



Bellingrath Gardens &  
Home



USS Alabama Battleship Memorial  
Park



Mobile Museum of Art



Mardi Gras Park

## Mobile County 2019 numbers

Travel-related jobs (direct & indirect)

**18,658**

Travel-related earnings (direct & indirect)

**\$486,939,288**

Travel-related money spent in county

**\$1,302,542,294**

State lodging tax collected

**\$6,191,181**

In addition to the CARES pro-  
motion, the Alabama Tourism  
Department promotes Mobile's  
Mardi Gras as Alabama's most  
attended event and the nation's  
first Mardi Gras celebration.

Mobile historic hotels the Bat-  
tle House Renaissance Mobile  
Hotel & Spa and The Admiral  
Hotel are two of the more than  
50 hotels in Mobile listed in the  
ATD Vacation Guide.

Mobile is featured in two ATD  
road trips; Trip #3 -Mobile: A  
Romantic Getaway and Trip  
#45 - Historic House Museums  
of Mobile.

There are 14 restaurants in Mo-  
bile included in the 100 Dishes  
brochure from ATD.

# Monroe County



Facebook and related media message opening copy line

**When you travel around Monroeville, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,318,767 impressions**

Tourism representative for COVID friendly attraction selection:

**Monroeville/Monroe County Chamber of Commerce, Penelope Hines**

Attractions selected to feature in message:



Monroe's Old Courthouse Museum



Monroe's Old Courthouse Museum



The Literary Sculpture Trail

## Monroe County 2019 numbers

Travel-related jobs (direct & indirect)

**388**

Travel-related earnings (direct & indirect)

**\$8,834,858**

Travel-related money spent in county

**\$23,237,307**

State lodging tax collected

**\$116,823**

In addition to the CARES promotion, the Alabama Tourism Department promotes Monroeville in Road Trip #10; Monroeville: The "To Kill a Mockingbird" Experience.

*"While experiencing the history and heritage of Monroeville, be sure and take notice of the clock tower on the historic Monroe County Courthouse on the town square. Inextricably woven into the fiction of Lee and Capote, the clock not only symbolizes the passing of time, but is a symbol of the town's proud literary heritage."*



# Montgomery County



Facebook and related media message opening copy line

**When you travel to Montgomery, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 10,801,774 impressions**

Tourism representative for COVID friendly attraction selection:

**Montgomery Chamber CVB, Dawn Hathcock**

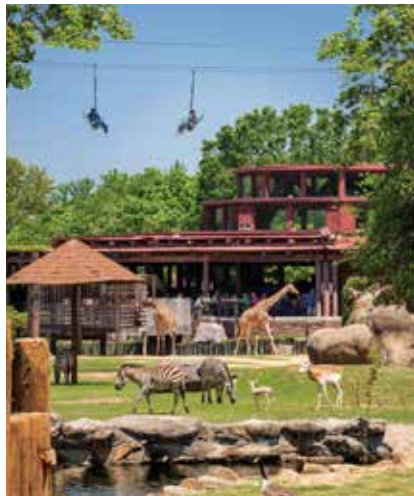
Attractions selected to feature in message:



Montgomery Museum of Fine Arts Sculpture Garden



Rosa Parks Museum



Montgomery Zoo

## Montgomery Co 2019 numbers

Travel-related jobs (direct & indirect)

**14,438**

Travel-related earnings (direct & indirect)

**\$394,512,617**

Travel-related money spent in county

**\$1,025,957,307**

State lodging tax collected

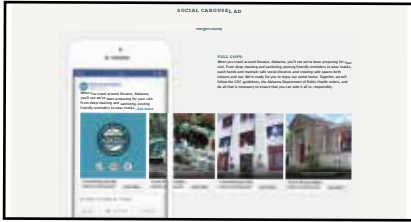
**\$4,653,311**

In addition to the CARES promotion, the Alabama Tourism Department placed more Montgomery sites on the U.S. Civil Rights Trail than any other city in the nation; Dexter Ave. King Memorial Church, Dexter Parsonage Museum, First Baptist Church on Ripley Street, Freedom Rides Museum, Holt Street Baptist Church, Frank M. Johnson Jr. Federal Building and United States Courthouse, Rosa Parks Museum, The Legacy Museum and The National Memorial to Peace and Justice.

In addition, ATD is working to get Montgomery locations nominated as UNESCO World Heritage sites.



# Morgan County



Facebook and related media results

**Total 3,004,140 impressions**

Tourism representative for COVID friendly attraction selection:  
**Decatur CVB, Danielle Gibson**

Attractions selected to feature in message:



Cook Museum of Natural Science



Morgan County Archives



Carnegie Visual Arts Center

Facebook and related media message opening copy line

**When you travel around Decatur, Alabama,**  
you'll see we've been preparing for your visit...

## Morgan County 2019 numbers

Travel-related jobs (direct & indirect)

**2,933**

Travel-related earnings (direct & indirect)

**\$74,234,745**

Travel-related money spent in county

**\$278,575,422**

State lodging tax collected

**\$1,379,427**

In addition to the CARES promotion, the Alabama Tourism Department promotes Decatur's Big Bob Gibson Bar-B-Q in both the BBQ Trail and 100 Dishes brochure.

Other Decatur restaurants in the 100 Dishes are; Curry's on Johnston Street, Let's Do Lunch, Morgan Price Candy and Simp McGhee's. The Las Vias restaurant in Hartselle is also part of the 100 Dishes brochure.

Among Morgan County attractions is Point Mallard Park, a 750-acre park with camping, hiking trails, biking trails, golf course and an aquatic center with a wave pool.

# Perry County



Facebook and related media message opening copy line

**When you travel around Marion in Central Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,285,819 impressions**

Tourism representative for COVID friendly attraction selection:

**Main Street Marion, Karen Nyman**

**Team Members:**

- **Folsom Farms, Cooper Holmes**
- **Main Street Marion AL, Donald Bennett**

Attractions selected to feature in message:



Marion Female Seminary



Moore-Webb-Holmes Plantation

## Perry County 2019 numbers

Travel-related jobs (direct & indirect)

**94**

Travel-related earnings (direct & indirect)

**\$2,049,161**

Travel-related money spent in county

**\$5,548,108**

State lodging tax collected

**\$27,627**

In addition to the CARES promotion, the Alabama Tourism Department promotes the Perry Lakes Park & Barton's Beach Cahaba River Preserve in Marion. This is a 700-acre outdoor recreation and environmental park with three oxbow swamp lakes, a hardwood forest with trails and picnic area with pavilion.

ATD Road Trip #30 is Marion and Greensboro: Interesting People, Places and Food.

Marion is the site of the former Judson Female Institute (now Judson College) and to the once all-male Marion Military Institute. The town is also the birthplace of civil rights pioneer Coretta Scott King.



# Pickens County



Facebook and related media message opening copy line

**When you tour Pickens County in west Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,245,174 impressions**

Tourism representative for COVID friendly attraction selection:  
**Pickens County Tourism Commission, Jed Smart**

Attractions selected to feature in message:



Pickens County Courthouse/Face in the Window



Aliceville Museum



Alabama Mural Trail

## Pickens County 2019 numbers

Travel-related jobs (direct & indirect)

**54**

Travel-related earnings (direct & indirect)

**\$1,418,436**

Travel-related money spent in county

**\$5,097,739**

State lodging tax collected

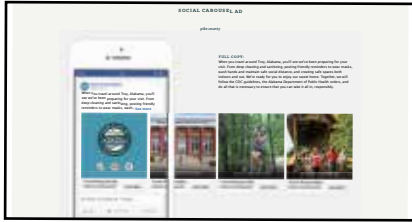
**\$16,359**

In addition to the CARES promotion, the Alabama Tourism Department promotes Pickens County in Road Trip #35 Moundville/Aliceville: Shark Teeth, POWs & the Lost Realm of the Black Warrior.

*"The area around Aliceville was a barrier island and over time thousands of ancient shark teeth were deposited on shore.... While in Aliceville check out the Aliceville Museum, where you can learn about Camp Aliceville, a World War II camp that held as many as 6,000 German prisoners of war."*



# Pike County



Facebook and related media message opening copy line

**When you travel around Troy, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 3,104,955 impressions**

Tourism representative for COVID friendly attraction selection:

**City of Troy, Shelia Jackson & Willie Williams Jr.**

Attractions selected to feature in message:



Pioneer Museum of Alabama



Butter and Egg Adventures



Johnson Center for the Arts

## Pike County 2019 numbers

Travel-related jobs (direct & indirect)

**1,218**

Travel-related earnings (direct & indirect)

**\$30,706,826**

Travel-related money spent in county

**\$84,405,388**

State lodging tax collected

**\$424,337**

In addition to the CARES promotion, the Alabama Tourism Department promotes Troy in the Small Towns section of the Alabama Vacation Guide.

*"Take a time warp at Troy's Pioneer Museum of Alabama with its 18,000-plus artifacts plus intact dogtrot cabin. Nearby, Troy University's sites include a 75-acre arboretum, a giant dove installation representing everlasting peace, 200 replica Terracotta Warrior statues and the Trojan Oaks golf course."*

There are three restaurants in Pike County on the 100 Dishes brochure: Crowe's, Mossy Grove Schoolhouse, and Sisters.

# Randolph County



Facebook and related media message opening copy line

**When you tour around Randolph County in east Alabama,** you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,508,543 impressions**

Tourism representative for COVID friendly attraction selection:

**Randolph County Chamber of Commerce, Dorothy Tidwell**

**Team Members:**

- **Randolph Economic Development Authority, Bryant Whaley**
- **Randolph County Commissioner District 3, Pam Johnson**
- **Community Development Specialist Alabama Power, Jacki Thacker**
- **Lake Wedowee Property Association, Crystal Key**

Attractions selected to feature in message:



Lake Wedowee



The Preserves on Lake Wedowee



Main Street Theatre

## Randolph County 2019 numbers

Travel-related jobs (direct & indirect)

**96**

Travel-related earnings (direct & indirect)

**\$2,317,521**

Travel-related money spent in county

**\$6,562,043**

State lodging tax collected

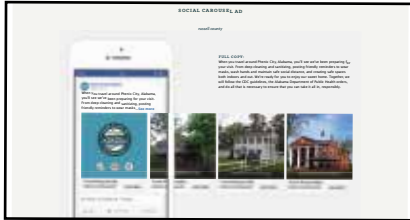
**\$32,990**

In addition to the CARES promotion, the Alabama Tourism Department promotes the Randolph County Equine & Ag Center, Main Street Theatre, Highway 22 Yard Sale, Summer on Main Street Festival and the Randolph County Historical Museum as events or attractions in Roanoke. In Wedowee, ATD promotes Flat Rock Park, The Preserves on Lake Wedowee and Lake Wedowee.

The county is a part of ATD's Road Trip #42. "Wedowee is home of Alabama's first Republican governor, William Hugh Smith. He served during the height of reconstruction. Lake Wedowee events include the Cardboard Boat Regatta races in early May and a Summer Jam in late May. The Fourth of July Boat Parade is also held annually on the lake."



# Russell County



Facebook and related media message opening copy line

**When you travel around Phenix City, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,545,287 impressions**

Tourism representative for COVID friendly attraction selection:  
**Russell County Government, Victor Cross**

Attractions selected to feature in message:



Fort Mitchell Historic Site



Tuckabatchee Masonic Lodge



Old Russell County Courthouse

## Russell County 2019 numbers

Travel-related jobs (direct & indirect)

**1,412**

Travel-related earnings (direct & indirect)

**\$37,734,362**

Travel-related money spent in county

**\$103,033,427**

State lodging tax collected

**\$498,803**

In addition to the CARES promotion, the Alabama Tourism Department promotes the Whitewater Express/Blue Heron Adventure Zip Line & Aerial Course that spans the Alabama/Georgia line at Phenix City.

The 13th Street Barbecue in Phenix City is one of the restaurants listed in the ATD 100 Dishes brochure.

Two murals in the Phenix City area are included as sites on the Alabama Tourism Department's website; A mural that features a 28 ft. x 140-ft midway of the city park as it was in the 1940s and the Phenix Wings Mural at the Amphitheater on the Chattahoochee River.



# Shelby County



Facebook and related media message opening copy line

**When you travel to Shelby County in Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 11,117,622 impressions**

Tourism representative for COVID friendly attraction selection:

Department of Development Serv. Shelby County, Christie Hester

Team Members:

- Department of Development Serv. Shelby County, Chris Hershey
- Shelby County Chamber, Kirk Mancer

Attractions selected to feature in message:



Oak Mountain State Park



Shelby County Arts Center



Beeswax Creek Park/Lay Lake

## Shelby County 2019 numbers

Travel-related jobs (direct & indirect)

**6,847**

Travel-related earnings (direct & indirect)

**\$167,240,896**

Travel-related money spent in county

**\$405,974,569**

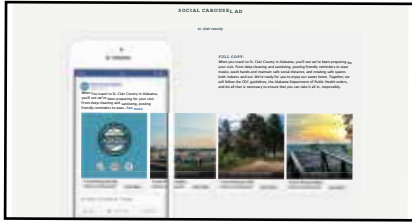
State lodging tax collected

**\$1,947,362**

In addition to the CARES promotion, the Alabama Tourism Department promotes American Village and the many events at this tourist and education center.

*"Highlights of American Village include Washington Hall, inspired by George Washington's beloved Mount Vernon; the Colonial Courthouse; the Colonial Chapel, inspired by one of America's oldest churches, Bruton Parish Church of Williamsburg, Virginia; and a full-sized replica of the Oval Office, including an exact replica of the Resolute desk used by most presidents since Rutherford Hayes. The newest addition to campus is the National Veterans Shrine and Register of Honor, dedicated to the men and women of the United States Armed Forces."*

# St. Clair County



Facebook and related media message opening copy line

**When you travel to St. Clair County in Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 3,139,997 impressions**

Tourism representative for COVID friendly attraction selection:  
**St. Clair County Economic Development, Blair Goodgame**

Attractions selected to feature in message:



Ridge Outdoor Adventure Resort



Pell City Lakeside Park



Horse Pens 40

## St. Clair County 2019 numbers

Travel-related jobs (direct & indirect)

**1,341**

Travel-related earnings (direct & indirect)

**\$31,823,951**

Travel-related money spent in county

**\$87,060,369**

State lodging tax collected

**\$437,685**

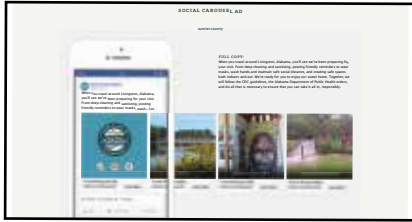
In addition to the CARES promotion, the Alabama Tourism Department promotes St. Clair County in Road Trip #24 Rocking and Rolling on the Mountains: A Driving Tour Through Steele, Ashville and Springville.

ATD's website also includes the Mustang Museum of America in Odenville.

*"This museum is dedicated to the celebration, preservation, education and display of the Ford Mustang. Mustang vehicles of nearly every year and generation produced, are on display with Mustang memorabilia relevant to its history."*



# Sumter County



Facebook and related media results

**Total 2,278,633 impressions**

Tourism representative for COVID friendly attraction selection:

**Sumter County Chamber, Sidney Freeman**

**Team Member:**

- **University of West Alabama, Dr. Tina Jones**

Attractions selected to feature in message:



Lake LU



Coleman Center for the Arts



Sumter County Nature Trails

Facebook and related media message opening copy line

**When you travel around Livingston, Alabama,**  
you'll see we've been preparing for your visit...

## Sumter County 2019 numbers

Travel-related jobs (direct & indirect)

**200**

Travel-related earnings (direct & indirect)

**\$4,394,905**

Travel-related money spent in county

**\$12,698,213**

State lodging tax collected

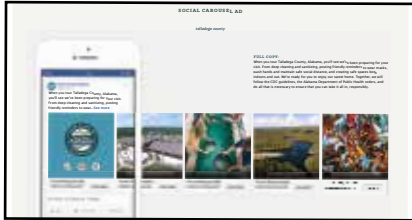
**\$63,231**

In addition to the CARES promotion, the Alabama Tourism Department promotes Sumter County on Road Trip #14.

*“Open daily to the public for picnicking, boating and fishing is Lake LU (pronounced Lake “El-Yoo”) and the Sumter County Nature Trails. The lake and trails are popular destinations for observing the local plants and wildlife. (Nearby) you’ll find the Duck Pond and the Alamuchee-Bellamy Covered Bridge, one of the oldest remaining covered bridges in Alabama. Many claim a ghost haunts the bridge. If you see the lights blink on and off, you’ll know he is there. While in Livingston, be sure to eat at the Touch of Home Mennonite Bakery.”*



# Talladega County



Facebook and related media message opening copy line

**When you tour Talladega County, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 3,116,896 impressions**

Tourism representative for COVID friendly attraction selection:

**Sylacauga Chamber of Commerce, Laura Strickland**

**Team Members:**

- **Greater Talladega Lincoln Area Chamber, Jason Daves**
- **The Place on Broadway owner, Kimm Wright**

Attractions selected to feature in message:



Amistad Murals at Talladega College



Lake Howard  
Sylward Trails



Desoto Caverns  
Family Fun Park



CMP Talladega Marksmanship Park

## Talladega County 2019 numbers

Travel-related jobs (direct & indirect)

**1,599**

Travel-related earnings (direct & indirect)

**\$38,611,951**

Travel-related money spent in county

**\$104,247,939**

State lodging tax collected

**\$500,052**

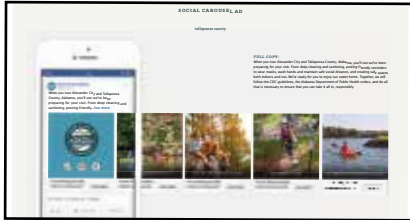
In addition to the CARES promotion, the Alabama Tourism Department promotes the Talladega Superspeedway, the world's greatest, biggest (2.66-miles), steepest (33 degrees) and fastest NASCAR track.

Another Talladega County destination is Oak Grove where you will find Gravity Hill Road, where, oddly enough, cars appear to coast uphill.

Purcell Farms is an outdoor golf and sports resort near the community of Talladega Springs.

Sylacauga is known for its marble and marble festival which ATD promotes on our Calendar of Events.

# Tallapoosa County



Facebook and related media message opening copy line

**When you tour Alexander City and Tallapoosa County, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,228,921 impressions**

Tourism representative for COVID friendly attraction selection:

**Tallapoosa County Tourism, Sandra Fuller**

**Team Member:**

- **Lake Martin Tourism Association, Brandy Hastings**

Attractions selected to feature in message:



Harold Banks Canoe Trail



Smith Mountain  
Fire Tower and Trails



Wind Creek State Park



The Adventure Center  
at Russell Crossroads

## Tallapoosa County 2019 numbers

Travel-related jobs (direct & indirect)

**987**

Travel-related earnings (direct & indirect)

**\$22,164,010**

Travel-related money spent in county

**\$65,297,970**

State lodging tax collected

**\$328,277**

In addition to the CARES promotion, the Alabama Tourism Department promotes Horse-shoe Bend National Military Park in the county.

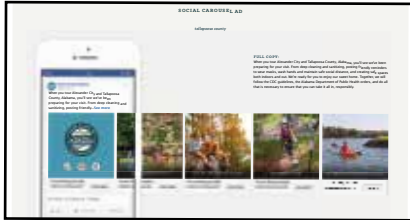
*"A 3-mile drive through Horse-shoe Bend National Military Park will take you along five historical points where the fierce battle was fought and 1,800 died. Today, the sites are peaceful with meadows, woods and the quiet waters of the Tallapoosa River."*

Horse Trails at Wind Creek is part of the "Giddy Up at State Parks" section of the Alabama Vacation Guide.

Restaurants Kowaliga and SpringHouse are included in the 100 Dishes brochure from ATD.



# Tuscaloosa County



Facebook and related media message opening copy line

**When you travel to Tuscaloosa, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 5,455,880 impressions**

Tourism representative for COVID friendly attraction selection:

Tuscaloosa Tourism and Sports Commission, Don Staley

Team Members:

- Tuscaloosa Tourism and Sports Commission, Loretta Jones, Barrett Elder, Jasmine Rainey, Stan Adams, Bill Buchanan, Jamie Hoven & Naytalia Douglas
- Chamber of Commerce of West Alabama, Jim Page
- City of Tuscaloosa, Richard Rush

Attractions selected to feature in message:



Moundville Archaeological Park



Lake Lurleen State Park



Tuscaloosa Civil Rights Trail

## Tuscaloosa County 2019 numbers

Travel-related jobs (direct & indirect)

**9,028**

Travel-related earnings (direct & indirect)

**\$238,297,362**

Travel-related money spent in county

**\$697,234,960**

State lodging tax collected

**\$3,314,063**

In addition to the CARES promotion, the Alabama Tourism Department promotes Tuscaloosa restaurants in the 100 Dishes brochure. 301 Bistro, Bar & Beer Garden, Baumhower's, Cypress Inn, Dreamland, and Evangeline's are all included.

Of that list, Dreamland is noted as one of Alabama's longest-running restaurants. It opened in 1958.

The Dinah Washington Cultural Arts Center and the Jemison-Van de Graaff Mansion are some of the downtown Tuscaloosa attractions listed.

Northport locations and events promoted include Archibald's and City Cafe restaurants and Kentuck Art Festival.



# Walker County



Facebook and related media message opening copy line

**When you travel around Jasper, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,278,926 impressions**

Tourism representative for COVID friendly attraction selection:

**Chamber of Commerce Walker County, Linda Lewis**

Attractions selected to feature in message:



Walker County Lake & Recreation Area



50-Mule Team Project

## Walker County 2019 numbers

Travel-related jobs (direct & indirect)

**986**

Travel-related earnings (direct & indirect)

**\$27,078,688**

Travel-related money spent in county

**\$72,099,745**

State lodging tax collected

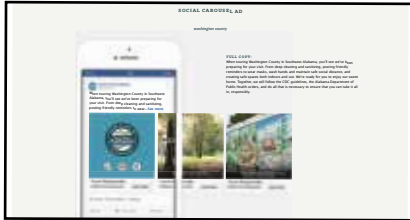
**\$362,472**

In addition to the CARES promotion, the Alabama Tourism Department promotes Jasper's Black Rock Bistro restaurant in the 100 Dishes brochure. Cat-fish Pontchartrain is their signature dish listed in the brochure.

The Bankhead House & Heritage Center, Carl Elliott House Museum, Smith Dam and Walker County Lake are included as Jasper points of interest in the Alabama Vacation Guide.

Also included in the guide are Jasper hotels; Budget Inn, Comfort Inn & Suites, Econo Lodge, Hampton Inn, Holiday Inn Express, Quality Inn, Sleep Inn & Suites and Super 8 by Wyndham.

# Washington County



Facebook and related media message opening copy line

**When touring Washington County in southwest Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,320,176 impressions**

Tourism representative for COVID friendly attraction selection:  
**UA Center for Economic Development, Candace Johnson-Beers**  
**Team Member:**

- **Washington County Public Library, Jessica Ross**

Attractions selected to feature in message:



St. Stephens Historical Park



The Alabama Mural Trail – Scenes of Chatom Mural

## Washington County 2019 numbers

Travel-related jobs (direct & indirect)

**14**

Travel-related earnings (direct & indirect)

**\$357,436**

Travel-related money spent in county

**\$971,424**

State lodging tax collected

**\$4,884**

In addition to the CARES promotion, the Alabama Tourism Department promotes St. Stephens Historical Park in the “Have Horse, Will Travel” section, of the Alabama Vacation Guide.

*“The beauty of St. Stephens Historical Park lies in your ability to literally ride through the past since the state park preserves the history and remains of the Territorial capital of Alabama - Old St. Stephens - which had its hayday from 1810-1830. Spend the night in one of 40 RV sites with hook-ups. There are also 20-plus horse stalls and a round pen.”*



# Wilcox County



Facebook and related media message opening copy line

**When you travel around Camden, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,376,065 impressions**

Tourism representative for COVID friendly attraction selection:

**Wilcox Area Chamber of Commerce, Laura Agee**

**Team Member:**

- **UA Center for Economic Development, Candace Johnson-Beers**

Attractions selected to feature in message:



Liberty Hall



Roland Cooper State Park



Black Belt Treasures

## Wilcox County 2019 numbers

Travel-related jobs (direct & indirect)

**98**

Travel-related earnings (direct & indirect)

**\$2,317,897**

Travel-related money spent in county

**\$6,563,108**

State lodging tax collected

**\$32,373**

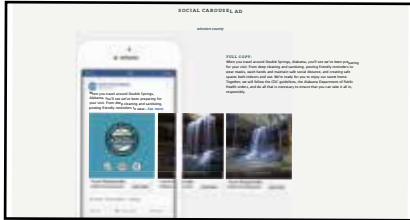
In addition to the CARES promotion, the Alabama Tourism Department promotes Gaines Ridge Dinner Club with their signature dish of Black Bottom Pie and Jackson's Fried Chicken restaurant and their COB Sandwich with special sauce in the 100 Dishes brochure.

*The Gee's Bend Quilters and the Gee's Bend Ferry are two highlights of the county ATD promotes.*

*"The ferry makes daily runs between Camden and Gee's Bend, home of the famous Quilters of Gee's Bend. The quilters usually gather at the Boykin Nutrition Center by 8:30 a.m. and quilt until 1:30 in the afternoon Monday through Thursday."*



# Winston County



Facebook and related media message opening copy line

**When you travel around Double Springs, Alabama,**  
you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,379,339 impressions**

Tourism representative for COVID friendly attraction selection:  
**Alabama Mountain Lakes Tourist, Tami Reist**

Attractions selected to feature in message:



Bankhead National Forest



Sipsey Wilderness

## Winston County 2019 numbers

Travel-related jobs (direct & indirect)

**98**

Travel-related earnings (direct & indirect)

**\$4,885,144**

Travel-related money spent in county

**\$13,324,097**

State lodging tax collected

**\$82,934**

In addition to the CARES promotion, the Alabama Tourism Department promotes the Sipsey Wilderness as one of Alabama's Natural Wonders.

*"The Sipsey Wilderness, 24,922 acres in the heart of the Bankhead National Forest, is a hiker's paradise. The largest and most popular wilderness area in Alabama, the Sipsey Wilderness features 45 miles of trails that pass so many water cascades that the area is often called the 'Land of 1000 Waterfalls.'"*

Guthrie's restaurant in Haleyville in Winston County and their chicken fingers & sauce is included in ATD's 100 Dishes brochure.

# Masks, Sanitizer, Printed Material

Each of the 67 Alabama counties and the Alabama Tourism Department's eight Welcome Centers all received a shipment of masks, sanitizers and printed material to use and give out to the public.

## Hand Sanitizers

(for consumer\* distribution at WC, DMO Visitor Ctrs)

2 oz. gel hand sanitizer; 10,000 qty., delivery expected Friday, 11/13; 150/ctn

Expecting 100 boxes of 100 count (2 packs of 50 per box) = 10,000

Welcome Center list:

Ardmore	3 boxes	Grand Bay	5 boxes
Baldwin	3 boxes	Houston	2 boxes
Cleburne	3 boxes	Lanett	1 boxes
DeKalb	2 boxes	Sumter	5 boxes

County list:

Autauga	1 pack (50)	Dallas	1 pack (50)	Marion	1 pack (50)
Baldwin	8 boxes (800)	DeKalb	1 pack (50)	Marshall	4 pack (200)
Barbour	1 pack (50)	Elmore	4 pack (200)	Mobile	3 boxes (300)
Bibb	1 pack (50)	Escambia	1 pack (50)	Monroe	1 pack (50)
Blount	1 pack (50)	Etowah	1 pack (50)	Montgomery	1 box (100)
Bullock	1 pack (50)	Fayette	1 pack (50)	Morgan	4 pack (200)
Butler	1 pack (50)	Franklin	1 pack (50)	Perry	1 pack (50)
Calhoun	1 pack (50)	Geneva	1 pack (50)	Pickens	1 pack (50)
Chambers	1 pack (50)	Greene	1 pack (50)	Pike	1 pack (50)
Cherokee	1 pack (50)	Hale	1 pack (50)	Randolph	1 pack (50)
Chilton	1 pack (50)	Henry	1 pack (50)	Russell	2 pack (100)
Choctaw	1 pack (50)	Houston	4 pack (200)	Shelby	2 pack (100)
Clarke	1 pack (50)	Jackson	1 pack (50)	St. Clair	1 pack (50)
Clay	1 pack (50)	Jefferson	6 boxes (600)	Sumter	1 pack (50)
Cleburne	1 pack (50)	Lamar	1 pack (50)	Talladega	2 pack (100)
Coffee	1 pack (50)	Lauderdale	4 pack (200)	Tallapoosa	1 pack (50)
Colbert	1 pack (50)	Lawrence	1 pack (50)	Tuscaloosa	1 box (100)
Conecuh	1 pack (50)	Lee	1 box (100)	Walker	1 pack (50)
Coosa	1 pack (50)	Limestone	2 pack (100)	Washington	1 pack (50)
Covington	1 pack (50)	Lowndes	1 pack (50)	Wilcox	1 pack (50)
Crenshaw	1 pack (50)	Macon	1 pack (50)	Winston	1 pack (50)
Cullman	2 pack (100)	Madison	4 boxes (400)		
Dale	1 pack (50)	Marengo	1 pack (50)		

Approximately 10% held in reserve at ATD headquarters for shipment on request

# Masks, Wipes, Sanitizer, Printed Material

Each of the 67 Alabama counties and the Alabama Tourism Department's eight Welcome Centers all received a shipment of masks, wipes, sanitizers and printed material to use and give out to the public.

## Wipes

(for consumer\* distribution at WC, DMO Visitor Ctrs)

10,000 qty., 100/pkg

### Welcome Center list:

Ardmore	3 packages	Grand Bay	3 packages
Baldwin	3 packages	Houston	1 package
Cleburne	3 packages	Lanett	1 package
DeKalb	1 package	Sumter	3 packages

### County list:

Autauga	1 package	Dallas	1 package	Marion	1 package
Baldwin	6 packages	DeKalb	1 package	Marshall	1 package
Barbour	1 package	Elmore	1 package	Mobile	2 packages
Bibb	1 package	Escambia	1 package	Monroe	1 package
Blount	1 package	Etowah	1 package	Montgomery	2 packages
Bullock	1 package	Fayette	1 package	Morgan	1 package
Butler	1 package	Franklin	1 package	Perry	1 package
Calhoun	1 package	Geneva	1 package	Pickens	1 package
Chambers	1 package	Greene	1 package	Pike	1 package
Cherokee	1 package	Hale	1 package	Randolph	1 package
Chilton	1 package	Henry	1 package	Russell	1 package
Choctaw	1 package	Houston	1 package	Shelby	1 package
Clarke	1 package	Jackson	1 package	St. Clair	1 package
Clay	1 package	Jefferson	3 packages	Sumter	1 package
Cleburne	1 package	Lamar	1 package	Talladega	1 package
Coffee	1 package	Lauderdale	1 package	Tallapoosa	1 package
Colbert	1 package	Lawrence	1 package	Tuscaloosa	2 packages
Conecuh	1 package	Lee	1 package	Walker	1 package
Coosa	1 package	Limestone	1 package	Washington	1 package
Covington	1 package	Lowndes	1 package	Wilcox	1 package
Crenshaw	1 package	Macon	1 package	Winston	1 package
Cullman	1 package	Madison	3 packages		
Dale	1 package	Marengo	1 package		

Approximately 10% held in reserve at ATD headquarters for shipment on request



# Masks, Wipes, Sanitizer, Printed Material

Each of the 67 Alabama counties and the Alabama Tourism Department's eight Welcome Centers all received a shipment of masks, wipes, sanitizers and printed material to use and give out to the public.

## Cloth Face Masks

(for consumer\* distribution at WC, DMO Visitor Ctrs)  
45,000 qty.

### Welcome Center list:

Ardmore	2,300	Grand Bay	3,700
Baldwin	1,250	Houston	700
Cleburne	1,250	Lanett	110
DeKalb	1,125	Sumter	3,700

### County list:

Autauga	100	Dallas	100	Marion	100
Baldwin	7,300	DeKalb	100	Marshall	300
Barbour	100	Elmore	300	Mobile	2,400
Bibb	20	Escambia	100	Monroe	100
Blount	100	Etowah	200	Montgomery	1,665
Bullock	20	Fayette	20	Morgan	300
Butler	100	Franklin	100	Perry	100
Calhoun	100	Geneva	20	Pickens	20
Chambers	100	Greene	100	Pike	100
Cherokee	100	Hale	20	Randolph	100
Chilton	100	Henry	20	Russell	200
Choctaw	100	Houston	500	Shelby	100
Clarke	100	Jackson	100	St. Clair	100
Clay	20	Jefferson	4,100	Sumter	20
Cleburne	100	Lamar	20	Talladega	200
Coffee	100	Lauderdale	300	Tallapoosa	100
Colbert	100	Lawrence	100	Tuscaloosa	1,100
Conecuh	100	Lee	920	Walker	100
Coosa	20	Limestone	200	Washington	20
Covington	100	Lowndes	20	Wilcox	100
Crenshaw	20	Macon	100	Winston	100
Cullman	200	Madison	2,400		
Dale	100	Marengo	100		

Approximately 10% held in reserve at ATD headquarters for shipment on request

# Masks, Sanitizer, Printed Material

Each of the 67 Alabama counties and the Alabama Tourism Department's eight Welcome Centers all received a shipment of masks, sanitizers and printed material to use and give out to the public.

## Posters

(for consumer\* distribution at WC, DMO Visitor Ctrs)

11 x 17, four color, one sided, 500 total

### Welcome Center list:

Ardmore	2 posters	Grand Bay	2 posters
Baldwin	2 posters	Houston	2 posters
Cleburne	2 posters	Lanett	2 posters
DeKalb	2 posters	Sumter	2 posters

### County list:

Autauga	4	Dallas	4	Marion	4
Baldwin	30	DeKalb	4	Marshall	4
Barbour	4	Elmore	4	Mobile	15
Bibb	4	Escambia	4	Monroe	4
Blount	4	Etowah	4	Montgomery	15
Bullock	4	Fayette	4	Morgan	4
Butler	4	Franklin	4	Perry	4
Calhoun	4	Geneva	4	Pickens	4
Chambers	4	Greene	4	Pike	4
Cherokee	4	Hale	4	Randolph	4
Chilton	4	Henry	4	Russell	4
Choctaw	4	Houston	4	Shelby	4
Clarke	4	Jackson	4	St. Clair	4
Clay	4	Jefferson	2	Sumter	4
Cleburne	4	Lamar	4	Talladega	4
Coffee	4	Lauderdale	4	Tallapoosa	4
Colbert	4	Lawrence	4	Tuscaloosa	10
Conecuh	4	Lee	10	Walker	4
Coosa	4	Limestone	4	Washington	4
Covington	4	Lowndes	4	Wilcox	4
Crenshaw	4	Macon	4	Winston	4
Cullman	4	Madison	15		
Dale	4	Marengo	4		

Approximately 26% held in reserve at ATD headquarters for shipment on request

# Masks, Sanitizer, Printed Material

Each of the 67 Alabama counties and the Alabama Tourism Department's eight Welcome Centers all received a shipment of masks, sanitizers and printed material to use and give out to the public.

## Rack Cards

(for consumer\* distribution at WC, DMO Visitor Ctrs)

4 x 9, four color, copy front and back, 10,000 total in 200 packs of 50 each

### Welcome Center list:

Aardmore	7 packs	Grand Bay	12 packs
Baldwin	6 packs	Houston	3 packs
Cleburne	6 packs	Lanett	1 pack
DeKalb	3 packs	Sumter	12 packs

### County list:

Autauga	1 pack	Dallas	1 pack	Madison	7 packs
Baldwin	28 packs	Dekalb	1 pack	Marshall	1 pack
Barbour	1 pack	Elmore	1 pack	Mobile	7 packs
Bibb	1 pack	Escambia	1 pack	Monroe	1 pack
Blount	1 pack	Etowah	1 pack	Montgomery	7 packs
Bullock	1 pack	Fayette	1 pack	Morgan	1 pack
Butler	1 pack	Franklin	1 pack	Perry	1 pack
Calhoun	1 pack	Geneva	1 pack	Pickens	1 pack
Chambers	1 pack	Greene	1 pack	Pike	1 pack
Cherokee	1 pack	Hale	1 pack	Randolph	1 pack
Chilton	1 pack	Henry	1 pack	Russell	1 pack
Choctaw	1 pack	Houston	1 pack	Shelby	1 pack
Clarke	1 pack	Jackson	1 pack	St. Clair	1 pack
Clay	1 pack	Jefferson	15 packs	Sumter	1 pack
Cleburne	1 pack	Lamar	1 pack	Talladega	1 pack
Coffee	1 pack	Lauderdale	1 pack	Tallapoosa	1 pack
Colbert	1 pack	Lawrence	1 pack	Tuscaloosa	3 packs
Conecuh	1 pack	Lee	3 packs	Walker	1 pack
Coosa	1 pack	Limestone	1 pack	Washington	1 pack
Covington	1 pack	Lowndes	1 pack	Wilcox	1 pack
Crenshaw	1 pack	Macon	1 pack	Winston	1 pack
Cullman	1 pack	Marengo	1 pack		
Dale	1 pack	Marion	1 pack		

Approximately 10% held in reserve at ATD headquarters for shipment on request



# Masks, Sanitizer, Printed Material

Each of the 67 Alabama counties and the Alabama Tourism Department's eight Welcome Centers all received a shipment of masks, sanitizers and printed material to use and give out to the public.

## Window Clings

(for consumer\* distribution at WC, DMO Visitor Ctrs)

four color, copy front and back, 1,000 total in 20 packs of 50 each

Welcome Center list:

Ardmore	4 clings	Grand Bay	4 clings
Baldwin	4 clings	Houston	4 clings
Cleburne	4 clings	Lanett	2 clings
DeKalb	4 clings	Sumter	4 clings

County list:

Autauga	5 clings	Dallas	5 clings	Madison	50 clings
Baldwin	90 clings	DeKalb	5 clings	Marshall	5 clings
Barbour	5 clings	Elmore	30 clings	Mobile	50 clings
Bibb	5 clings	Escambia	5 clings	Monroe	5 clings
Blount	5 clings	Etowah	30 clings	Montgomery	50 clings
Bullock	5 clings	Fayette	5 clings	Morgan	30 clings
Butler	5 clings	Franklin	5 clings	Perry	5 clings
Calhoun	5 clings	Geneva	5 clings	Pickens	5 clings
Chambers	5 clings	Greene	5 clings	Pike	5 clings
Cherokee	5 clings	Hale	5 clings	Randolph	5 clings
Chilton	5 clings	Henry	5 clings	Russell	30 clings
Choctaw	5 clings	Houston	30 clings	Shelby	30 clings
Clarke	5 clings	Jackson	5 clings	St. Clair	5 clings
Clay	5 clings	Jefferson	50 clings	Sumter	5 clings
Cleburne	5 clings	Lamar	5 clings	Talladega	25 clings
Coffee	5 clings	Lauderdale	5 clings	Tallapoosa	5 clings
Colbert	5 clings	Lawrence	5 clings	Tuscaloosa	30 clings
Conecuh	5 clings	Lee	30 clings	Walker	5 clings
Coosa	5 clings	Limestone	30 clings	Washington	5 clings
Covington	5 clings	Lowndes	5 clings	Wilcox	5 clings
Crenshaw	5 clings	Macon	5 clings	Winston	5 clings
Cullman	30 clings	Marengo	5 clings		
Dale	5 clings	Marion	5 clings		

Approximately 10% held in reserve at ATD headquarters for shipment on request

# 174 tourism locations in Alabama took the Responsibility Pledge

## ACROSS ALABAMA

Alabama Mural Trails

## BALDWIN COUNTY

Eastern Shore Art Center  
Alabama Gulf Coast Zoo  
Beef O'Brady's  
Coastal Arts Ctr Orange Beach/Clay Studio/Hot Shop  
Cotton Bayou - A Gulf State Park Beach Area  
Fort Morgan State Historic Site  
Gulf Place - Gulf Shores Main Public Beach  
Gulf Shores Welcome Center  
Gulf State Park  
Hotel Indigo Orange Beach  
Meaher State Park  
Orange Beach Welcome Center  
OWA

Perdido Beach Resort  
Southern Vacation Rentals  
Sunset Properties  
The Southern Grind  
Big Beach Brewing Co.

## BARBOUR COUNTY

Blue Springs State Park  
Fendall Hall  
James S. Clark Interpretive Center

Lakepoint State Park

Yoholo Micco Trail

## BLOUNT COUNTY

Palisades Park  
Rickwood Caverns State Park

## BULLOCK COUNTY

Bird Dog Monument  
Field Trails Mural - Murals on Main

## BUTLER COUNTY

Robert Trent Jones Golf Trail at Cambrian Ridge  
Sherling Lake Park & Campground

## CALHOUN COUNTY

McClellan Bike Trails  
Piedmont Historical Southern RR Depot Museum  
Robert Trent Jones Golf Trail at Silver Lakes  
Visit Calhoun County

## CHEROKEE COUNTY

Cherokee Rock Village  
Orbix Hot Glass

## CHILTON COUNTY

Confederate Memorial Park

## CLARKE COUNTY

Clarke County Historical Museum  
Kathryn Tucker Windham Museum

## CLAY COUNTY

Cheaha State Park

## COLBERT COUNTY

Alabama Music Hall of Fame  
FAME Recording Studios  
Helen Keller's Birthplace and Home  
Muscle Shoals Sound Studio  
Robert Trent Jones Golf Trail at The Shoals

## CONECUH COUNTY

Conecuh Sausage Retail Store

## COVINGTON COUNTY

Floralia Historic District/Floralia Historical Society  
Floralia City Wetlands Park  
Frank Jackson State Park

## CRENSHAW COUNTY

Crenshaw County Lake

## CULLMAN COUNTY

Ave Maria Grotto

## DALLAS COUNTY

Edmund Pettus Bridge  
Old Cahawba Archaeological Park  
Sturdivant Hall Museum

## DEKALB COUNTY

DeSoto State Park and Lodge/DeSoto Falls  
Priester's Pecans Retail Store  
DeKalb Tourism

## ELMORE COUNTY

Coosa River Adventures  
Fort Toulouse-Fort Jackson Park  
Lake Martin Machine Gun  
Robert Trent Jones Golf Trail at Capitol Hill

## ESCAMBIA COUNTY

Magnolia Branch Wildlife Reserve

## ETOWAH COUNTY

Downtown Gadsden, Inc.  
Gadsden Museum of Art  
Greater Gadsden Area Tourism  
Mary G. Hardin Center for Cultural Arts  
Noccalula Falls Park

## FAYETTE COUNTY

Fannie's  
Welcome to Fayette Mural

## HALE COUNTY

Alabama Audubon - Black Belt Office  
Connecting with Birds and Nature Tours

## HOUSTON COUNTY

Dothan Area Botanical Gardens  
Landmark Park  
Robert Trent Jones Golf Trail Highland Oaks  
Wiregrass Museum of Art & Conference Center

## JACKSON COUNTY

Buck's Pocket State Park  
Russell Cave National Monument

## JEFFERSON COUNTY

Barber Vintage Motorsports Museum  
Birmingham District Brewing Company

Fairfield Inn & Suites I-65

Greater Birmingham CVB

Homewood Suites Bham Downtown UAB

McWane Science Center

Negro Southern League Museum

Railroad Park

Robert Trent Jones Golf Trail at Ross Bridge

The Westin Birmingham

Hampton Inn & Suites - Galleria

## LAUDERDALE COUNTY

Joe Wheeler State Park

## LAWRENCE COUNTY

Jesse Owens Memorial Park and Museum  
Pond Spring, General Joe Wheeler Home

## LEE COUNTY

Another Broken Egg Cafe, Auburn

Ariccia Cucina Italiana

Chewacla State Park

Fairfield Inn & Suites Auburn Opelika

Hampton Inn & Suites

Hotel at Auburn University & Dixon Center

Jule Collins Smith Museum of Fine Art

Microtel Inn & Suites by Wyndham Opelika

The Collegiate Hotel

Auburn Oil Co. Booksellers

## LIMESTONE COUNTY

Alabama Veterans Museum and Archives  
1818 Farms

Athens-Limestone Visitors Center

Belle Chevre Cheese Shop & Tasting Room

## MACON COUNTY

Rayborn Manor Bed and Breakfast

Tuskegee National Forest

Whippoorwill Vineyards

## MADISON COUNTY

Burritt on the Mountain  
Huntsville Botanical Garden

Huntsville Museum of Art

Monte Sano State Park

Ole Hickory BBQ

Robert Trent Jones Golf Trail Hampton Cove

Super Chix

U.S. Space & Rocket Center

## MARENGO COUNTY

Alabama Rural Heritage Center & Gift Shop

Bluff Hall

Lyon Hall

Gaineswood National Historic Landmark

## MARSHALL COUNTY

Cathedral Caverns State Park

Lake Guntersville State Park

Lake Guntersville State Park Lodge

Jules J. Berta Vineyards and Winery

## MOBILE COUNTY

Bellingrath Gardens and Home

Bay City Convention & Tours, Inc.

Boardwalk Realty, Inc.

Bragg-Mitchell Mansion

Conde-Charlotte Museum House

Estuarium at the Dauphin Island Sea Lab

Gulf Coast Exploreum Science Center

Hilton Garden Inn - Mobile West I-65

Home2 Suites by Hilton I-65 Government

Mardi Gras Park

Mobile Museum of Art

Renaissance Mobile Riverview Plaza Hotel

South Mobile County Tourism Authority

Springhill Suites

The Admiral Hotel by Hilton

The Battle House Renaissance Hotel & Spa

Toomey's Mardi Gras

USS Alabama Battleship Memorial Park

Visit Mobile Welcome Center

## MONROE COUNTY

Monroe County Museum

## MONTGOMERY COUNTY

Freedom Rides Museum/ Historic Montgomery

Greyhound Bus Station

Hank Williams Museum

Homewood Suites by Hilton Montgomery

Tours of Montgomery

W.A. Gayle Planetarium

## MORGAN COUNTY

Carnegie Visual Arts Center

Cook Museum of Natural Science

## PERRY COUNTY

Moore-Webb-Holmes Plantation c. 1819

## PICKENS COUNTY

Aliceville Museum, Inc.

Butter and Egg Adventures

## PIKE COUNTY

Pioneer Museum of Alabama

## RANDOLPH COUNTY

Alabama Gold Camp

## RUSSELL COUNTY

Historic Fort Mitchell

Old Russell County Courthouse

Tuckabatchee Masonic Lodge

## SHELBY COUNTY

Fairfield Inn & Suites - Pelham

Hampton Inn & Suites Pelham

Oak Mountain State Park

## SUMTER COUNTY

Coleman Center for the Arts

Lake LU

## TALLAPOOSA COUNTY

Creekside Lodge

Harold Banks Canoe Trail

Smith Mountain Fire Tower and Trails

The Adventure Center at Russell Crossroads

Wind Creek State Park

## TUSCALOOSA COUNTY

Lake Lurleen State Park

## WALKER COUNTY

50 Mule Team Public Art Project

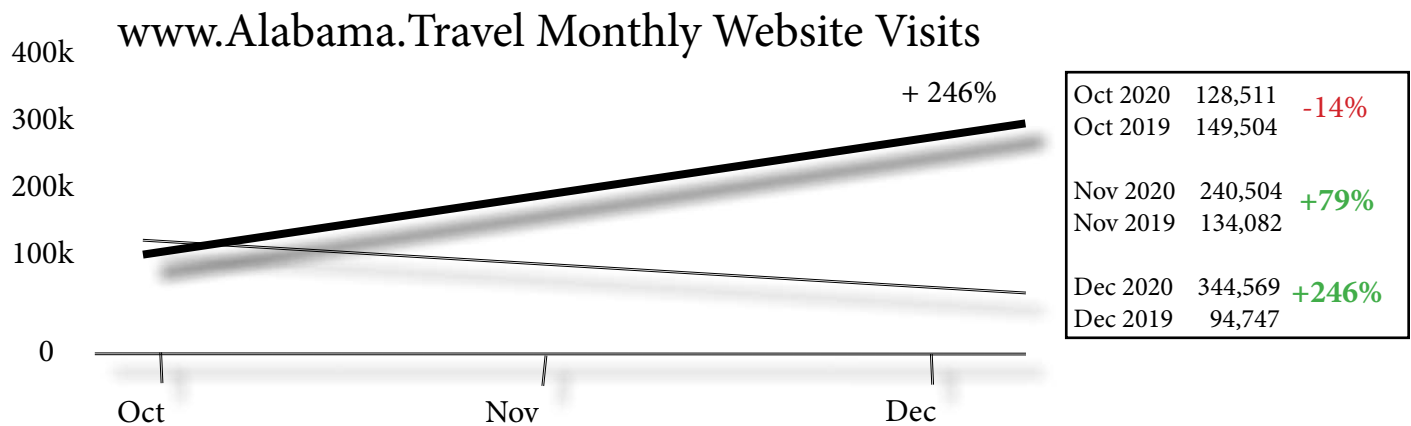
## WASHINGTON COUNTY

St. Stephens Historical Park

## WILCOX COUNTY

Roland Cooper State Park

# Website and Paid Ad Results



New Users 611,211 +96%

Pageviews to Take It All In Responsibility campaign pages 464,804

- Total impressions from campaign's paid media was 656,379,657 (656 million+)
- Average video completion rate was 90%
- Facebook social media campaign alone had 230,000 clicks to website landing page



December 7, 2020

## News release on Take It All In Responsibly Campaign

*"Through the Take It All in Responsibly campaign, we are hoping that travelers can come here with peace of mind knowing that their health safety is our primary concern," said Lee Sentell, director of the Alabama Tourism Department. "We know that travel looks very different right now, and we want to ensure that Alabama's tourism and travel industry is making the proper accommodations for that."*

Alabama Tourism Department Director Lee Sentell